



ROTARY CLUB OF BLACKWOOD

Chartered 14th September 1970

DISTRICT 9520



3International President

2019-20

Mark D. Maloney

District Governor

Tim Klar

Blackwood Rotary Club Inc.

P.O. Box 20, Blackwood 5051

ABN: 40718875507

Club Bulletin Volume 49, Issue 27

Meeting No. 2511 21st Jan. 2020

THE FOUR WAY TEST

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?

Will it be **BENEFICIAL** to all concerned?

CLUB BOARD

President

Bernie Morgan

0447212278

Immediate Past President

Bruce Cole

President Elect

Laura Richter

Club Service

Michael McLaren

0407399260

Membership & Promotions

Laura Richter

Community Service

Lillian Ross

0433203349

Youth & Vocational Service

Sue Wymond

International Service

Lyn Muller

Foundation

Ray Smith

Club Bulletin Editors

Richard Dix

Naz Dastoor

Tom Davenport



President Bernie

President Bernie opened the meeting, and invited Graham Lough to cite the Four Way Test. After offering to just pay a fine, his attempt was granted a pass, but if it was a Police examination, he would have been awarded a Credit.

President Bernie then welcomed the guest speaker President Marty Alsford from Victor Harbor Rotary and our R.L.T.Y.E. student Sarah Underland, in addition to the 20 members present. Bernie had received apologies from Dave Russell who is interstate and from Michael McClaren and Laura who had work commitments.

PRESIDENTS ANNOUNCEMENTS.

1.... Board meeting.

Bernie reminded members that it was a Board meeting and therefore the general meeting would finish at 7.45. He invited anyone to stay to observe the Board meeting or chat with Marty Alsford to satisfy any remaining questions regarding Victor Harbor Rotary.

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2....2020 Art Show

Bernie thanked Lyn Muller for offering to Chair the Art Show this year and called on all members to support Lyn to ensure that our most profitable project continues to be a success.

3.... Rotary Leadership opportunity

Secretary Chris has distributed by email a flyer regarding the Rotary Leadership Institute being held at the Payneham Community Centre and Library on the weekend of the 22nd and 23rd of February. Registrations close on February 8th and if any member wishes to attend, the Board may subsidise the \$180 fee. As Damien Leach is conducting this, it should be good value.

For the Good of Rotary

Neil – advised members that there are still sports available for the next Bunnings BBQ.

Kevin – Please check your account statement, there is one payment missing.

Sarah – Arrived from Kangaroo Island saw Seal Bay, Kingscote and also lots Military people assisting the local residents with the recovery efforts. Most of the holiday spend eating Christmas food and enjoying the break.



Sergeants session

TBA

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Guest Speaker.

President Marty Alsford
Rotary Victor Harbor



Bernie then introduced the guest speaker, Marty Alsford and conducted an informal interview.

Bernie: Hi, it gives me great pleasure to introduce Marty Alsford from Victor Harbor Rotary to speak about the transition from weekly meeting to fortnightly meeting. Before we commence can you please provide a background of yourself.

Marty: Immigrated from England when I was kid, grew up in Adelaide. Join the army & left Adelaide in 1975 and years later came back to Adelaide after retiring from the army in 2002. Invited to join the Army again to assist with recruiting and training Indigenous people.

Bernie: So, what was the rationale behind the change and did the members ask for the change?

Marty: Yes, they asked, and it was initially driven by a new member.

Bernie: Give us a background at Victor Harbour Rotary Club, how old it is and when you first joined and how many members are there.

Marty: When I joined in August 2016, we had about 32 members which included two lady members and now we have 56 members. We almost doubled in the last 3 years up with 28 joining after the change.

Bernie: Give us bit of background on the mode of fewer meetings



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Marty: Not long after I joined they were about to reduce the number of meeting and a vote was not carried, it was not defeated but the response was that we needed more information and we wanted to know why we are doing this. The membership team who were putting this together believe in talking to people in our community who are potential members but the barrier in joining is the commitment to attend weekly meetings.

So, we voted again, and it was 60/40 it was far from majority but provided an opportunity to introduce fortnightly meeting

Bernie: How long ago did the change happen?

Marty: I reckon it was about 18 months ago

Bernie: What is the current format?

Marty: We have a formal meeting on every 1st and 3rd Wednesdays and when it is the 5th Wednesday we meet but it's not a formal meeting, it's a social function. The 2nd Wednesdays we have informal get together to facilitate fellowship, so we meet for coffee and this has now become regular 'Coffee and Chat' session every alternative Wednesday. We meet at 10 o'clock on the off Wednesdays, we rotate the places around Victor Harbour. We probably do as much business during these meetings then during formal meeting. We have also introduced a 'happy hour' at the end of each month.

Bernie: Who organises the off Wednesdays?

Marty: The president organises the off Wednesdays by ringing one of the coffee shops and booking few tables about a couple of days out. The membership committee organises the happy hour once a month on Friday. We don't have this in Victor Harbour all the time, we go as far as McLaren Vale. The whole idea is to keep the friendship and camaraderie going.

Bernie: What made the change successful?

Marty: I think the coffee meetings are incredibly successful, the reason for the success was that those people who voted against it

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felt that you needed to meet on regular basis and the informal Wednesdays provided that avenue. This time of the year the numbers isn't that high because of people taking holidays but the numbers increase later during the year. Out of the 56 members we get about 35 members, obviously those who are working are unable to attend but occasionally they make a brief visit.

Bernie: With the coffee meetings how do you get the word out, in relation to where it is, and does it involve lunch?

Marty: No, it's just coffee meeting and we normally send out an email on Monday. We are now looking at changing it by putting it in our annual program. We have 5 venues and we generally rotate it between them. We are normally there for about an hour and the committees would do fair bit of work informally as well. The 5th Wednesday has been just as important where members can meet with their partners without the meeting formalities

Bernie: Does it involve the partners as well

Marty: Yes, it involves partners but they're not always there for the formal and informal meetings. The Friday ones are popular with the partners.

Bernie: Tell us about your weekly meeting, what's the format and is it same as previously?

Marty: Yes, it's like what you have here but we don't have Four Way test. We do a formal toast to Rotary and to the Queen. We have a Sergeant and the President including guest speakers. One change we notice in going to lesser formal meetings is that our meetings are now full-on and are now finding that we do the same amount of work that we do each week is now done in the fortnight meeting. We have extended the length of the meeting by about half an hour, other than that everything is pretty much like what we have being doing.

Bernie: Start time and finish time?

Marty: We start at 6.30pm for 7.00pm and finish about 8:45pm.



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Bernie: You mentioned that there was another change with respective membership and the use of the word 'Club.'

Marty: With our membership survey what we found is that people didn't want to join a club, the use of the term 'Club' was enough to turn off a lot of people, it meant regulation, formality etc so we decided to change the name just to Rotary for all our branding and marketing and retain the 'club' in a constitution. We also issued members with business cards without any reference to club it's now just 'Rotary Victor Harbour.'

Bernie: Now we would like to just briefly discuss your 'Art Show,' How much does it make each year and what are the elements of success?

Marty: We just finished the Art Show and we are looking at approximately \$220,000 in sales this year also we put up admission fee by \$2 from \$6 to \$8. We get about 28% in Commission from the sales plus donations and entrance fees. One of the biggest costs is the marquee which is about \$25,000. We should make approximately \$60,000 this year.

Bernie: What about sponsorship?

Marty: We have 56 sponsors most of them don't put huge amount of money. The top sponsor contributes \$5000 and they get a piece of art up to the value of \$5000. The sponsors are contractors, pharmacies, wineries, real estate agencies and hotels. Most small businesses putting about \$1000 each.

Bernie: You have a much bigger customer base, how is that managed?

Marty: Up until this year we had been declining, so we hired a consultant to do a strategic review of our Art Show. He targeted four stakeholders' groups; Artists, General Public (customers who buy the painting), Council who provide the land and Rotarians to find out what it meant, what they liked and what they didn't like. One of the options we were looking at was not having the tent

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anymore as it cost a lot off money. The feedback was the big white tent was very important to Locals and tourist in Victor Harbor.

After the review few changes were made to the inside layout of the tent which also included having Barista service. This service was instrumental in retaining clients longer on site by providing a break from viewing (1300 painting/100 different Artist from Australia). This was very successfully.

Sales – 30 – 50% of the sales is achieved on the preview night. Guests are charged \$40 per person for finger food and drinks. Tickets are sold before hand and the opportunity to buy painting is based on the order of the ticket sales i.e. first person to buy ticket is allocated the opportunity to buy the painting and so on..

We have great arrangement with local community groups who volunteer at the Art Show providing 24/7 service.

Art Show advertised in Local Newspaper, Art Magazines and on-line in Gallery 247.

Bernie: Please thank Marty for his contribution tonight.



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CLOSING COMMENTS

Bernie closed the meeting closed at about 7.45, thanking Marty for sharing the information regarding the successes of Victor Harbor. He also thanked everyone for their participation with questions.

Upcoming Events

Mitsubishi BBQ 31st January
District Conference 27th – 29th March

Meeting No	2512	2513	2514	2515
Date	28 th Jan 2020	4 th February 2020	11 th February 2020	18 th February 2020
Meeting Status	Normal Meeting	Normal Meeting	Normal Meeting	Normal Meeting
Board Meeting	No Board Meeting	No Board Meeting	No Board Meeting	No Board Meeting
Speaker	To be Advised	Committees	To be Advised	To be Advised
Topic	To be Advised	Working Night	To be Advised	To be Advised
Chairman	Bernie	Bernie	Bernie	Bernie
Sergeant	Terry	Terry	Terry	Terry
Relationship	John Jackson	Bruce Cole	To be Advised	To be Advised
Registration	Kevin David	Kevin David	Kevin David	Kevin David
Setup	Michael	Volkan	To be Advised	To be Advised
Bulletin Editor	Richard	Richard	Richard	Richard

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COMMITTEE REPORTS-Update

International Service Committee Report - Lyn

The International Committee decided to support RAM - Rotarians Against Malaria again this year.

This year we nominated overseas projects in Timor Leste, Solomon Islands or PNG.

We also decided that the most pressing International Disaster in our region so far this year is the bushfires.

So, we have allocated money from that set aside for Disaster Relief to The Kangaroo Island Relief fund.

In the last week we have also received information from Disaster Aid Australia.

This includes a flyer about a trip they run to Bhutan, both sightseeing and taking a SkyHydrant water filter to a needy community.

Is anyone interested in this? Please let me know. I would be interested if someone else was wanting to go.

**If you are unable to attend a meeting or wish to bring a guest,
PLEASE phone Daniel at Nicolle Flint's office on 83740511 by
Tuesday 12:00 noon. If issues arise after 12:00 noon please
contact the RSL on 8278 6253**

To ensure guests are acknowledged properly their names should be given to the Registration Officer to assist the President and Bulletin Editor.

For BREC bookings: 1300 327100

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