



ROTARY CLUB OF BLACKWOOD

Chartered 14th September 1970

DISTRICT 9520

Club Bulletin Volume 40, Issue 6

10th August 2010 Meeting No. 2043



International President

Ray Klinginsmith

District Governor

Malcom Lindquist

CLUB BOARD

Club President

Jeff Hunter

Secretary

Bill Flynn

Treasurer

Barry Sheridan

Vice President

Bob Arnold

Immediate Past President

Cherilyn Fleming

Club Directors

Finance

Ken Roscrow

Club Service

Bob Arnold

Membership & Promotions

Barbara Chappell

Community Service

Laz Meszaros

Youth & Vocational Service

Tony Hughes

International Service

John Penta

Foundations Director

John Lewis

Club Bulletin Editor

Bernie Morgan

Rotary Club of Blackwood Inc.

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South Australia 5051

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THE FOUR WAY TEST

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

INVOCATION & TOAST

A/Sgt Tom Davenport opened the meeting and gave the Invocation and Toast to Australia and her people.

PRESIDENTS SPOT

President Jeff welcomed Brenton Chappell, Tanya and Patrice who were assisting Barbara to run tonight's workshop. He also welcomed Michael McLaren back from holidays.

Apologies were received by Jeff for tonight's meeting from IPP Cherilyn Fleming (whooping cough) John Lewis (medical operation) Bob Arnold (Jan's Birthday) and Sue Wymond (travelling).

- District Governor Malcolm Lindquist is visiting us on 24/8. This is an important night, partners are welcome and please fill in the sheet to specify numbers attending.
- District Conference 7-10 Oct. Registrations are due by 13/8.
- Art Show raffle going well but must get books to Neil White by Saturday 7/8 (see Announcements by Neil below).
- Our GSE team to D4630 Brazil have returned and will give their return presentation on 14/8 @ Tiffins on the Park.
- Please promote our Community Forum featuring the Chief Justice (John Doyle) being held on 21/10. President Jeff has promoted this at both High Schools, Blackwood Library and two churches, but is relying on members to promote with flyers.
- 83/84 Past President George Williamson died last Saturday. Condolences to his family.

RAFFLE

The raffle was won by Terry Tierney.

FINES

Tom was not allowed to fine members but told 5 jokes to make up for this. Copper box collected \$17.05.

If you are unable to attend a meeting or wish to bring a guest, please phone LJ Hookers Blackwood office on 8278 9111 by Tuesday 12:00 noon.



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MAKE-UPS Ken insisted that his make-ups with Denise were “moving forward”.

ATTENDANCE

Reg Hanson reported attendance at 80%, although there was a call for this to be audited.

FOR THE GOOD OF ROTARY

- Alan Eldridge is coordinating our 40th birthday celebration on Tues 14/9. Please advise Alan (in the dodger) of your (and guest) attendance. Cost is \$40 per head.
- Terry Tierney – Wood Project. No truck last week but hoping he will be able to get wood to Aberfoyle Park for sale this weekend. He will advise all by email.
- Robyn Venus – is coordination our Club’s participation in the RA&HSS’s “Yellow Brick Road”. We will be paid \$13 per hour and Rotary Clubs in our District are providing the staffing for this. Show is on 3 – 11 September and please advise Robyn if you can help. (Free admission b4 and/or after your Yellow Brick Road assistance!!!!!!)
- Bob Richter promoted the Ambassador Club Card project. \$40 subscription for discounted services/hirings/merchandise, etc. President Jeff has sold 4 already.
- Peter Geer spoke to promote our attendance at the District Conference. It is an excellent learning experience, particularly for new members.
- Neil White NEEDS ALL Art Show Raffle books returned to him by Saturday 8th August. Letter box @ 10 Gloucester Avenue is OK if you can not see Neil personally.
- Bob Lehmann advised that he has been appointed as Club Almoner and he would like to be advised of any illness/death/injury of any current or past member please.
- Trevor Abbott is coordinating our RoadWatch response this year. He called for (and got) volunteers for this Saturday’s effort and will promulgate a roster for the rest of the year.

HEADS AND TAILS for 2 lots of six bottles of wine – raised \$105.00 (for our uniforms)

- Alan Eldridge won the first valued at \$275,73
- Ken Roscrow won the second valued at \$496.95

WORKSHOP

Barbara Chappell and her assistants then led the next stage of our planning process.

PLANNING PROCESS OVERVIEW

The second stage of the planning process for the club held on 3 August provided an opportunity to explore the workings of the club in more depth with the aim of really understanding the needs, wants and interests of all the club members to feed into a Strategic Plan for the club. This process involves change and although it is not a new experience for some members, it is a new experience for the club. It is an important internal project for the club. Like any project, if it is worth doing, it is worth taking the time to do it well and support each other as we do with all our projects.

The approach to this process is a systematic one, ie. no one thing happens in isolation and every system (or club/organisation/situation) is different. What works in one situation may not work in another. We all need to understand how our club has got to where it is at this point in time, what is currently happening in the club and what we need to plan for to take all of us into the future. If we do not fully understand all of this, we run the risk of getting our strategic planning



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wrong or developing a plan that nobody takes any notice of and (least appealing of all) losing some people along the way because we tried to change too much too soon.

PURPOSE OF THE WORKSHOP

The purpose of the workshop was to build on the results of the Discussion Forum held on 6 July 2010. The four key themes to come out of the Discussion Forum were:

- ☐ **Review and Assessment of club projects and events**
- ☐ **Project, Event and Activity Management**
- ☐ **Public Relations (communications, reporting, promotions, marketing, socialisation/fellowship)**
- ☐ **Membership Building and Retention**

The recommendations from the Discussion Forum were to:

- ☐ Schedule a workshop for the club committees to review the contents of the report and prepare a coordinated strategic plan for the sustainability of the Rotary Club of Blackwood in the year 2010/11 and beyond
- ☐ Develop specific criteria for the review and assessment of club projects and events
- ☐ Develop a Public Relations Plan for the club
- ☐ Establish membership building and retention as a major club project that involves all members to ensure the sustainability of the club

WORKSHOP OUTCOMES

The outcomes from the workshop fell into two main categories:

1. The recommendation of specific actions to address the four key themes.
2. Uncertainty about who would be responsible for further action.

1. ACTIONS RECOMMENDED

Review and Assessment of club projects and events

Develop a decision making process to:

- ☐ Determine a set of criteria to measure the success of projects/events.
- ☐ Apply the criteria to determine the viability of projects/events.

Project, Event and Activity Management

- ☐ Develop a template for the assessment of proposed projects/events.
- ☐ Each proposal to be assessed by the Board for approval.
- ☐ Planning of projects/events to consider things such as fundraising and membership building potential, raising the club profile in the community.
- ☐ Focus on projects/events that raise maximum funds and use the least amount of labour.

Public Relations

- ☐ Include a "committee spot" at every meeting for club Directors to report on committee activities so we get to know what each committee is doing and new members get to know more about the committees and what they do.
- ☐ Set up a calendar of events to assist with planning and use of resources.

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☐ The Membership and Promotions Committee to become the coordinators for the promotion of club events. The committee has produced a template for use by club members to support an organised approach to promotions and branding of club events.

- ☐ Do post event promotions to gain recognition for club achievements and raise the club profile to help attract membership
- ☐ Build on the promotions distribution list that has been started by President Jeff to ensure targeted coverage throughout Blackwood and neighbouring areas.
- ☐ Organise vocational visits and social events to encourage fellowship among members.
- ☐ Encourage the use of information technology to make the club more accessible to a broad range of people in the community.

Membership Building and Retention

- ☐ Expand on social activities for the club.
- ☐ Organise community activities with a focus on attracting new members.
- ☐ Fundraise with a member recruitment focus.
- ☐ Every member to take responsibility for giving personal invitations to Rotary.
Prepared for the Rotary Club of Blackwood by Barbara Chappell Director Membership and Promotions
- ☐ Set a target for membership - link to project/event activity.
- ☐ Attract quality members with a focus on desire to serve the community.
- ☐ Support older members who are unable to contribute to heavy work activity.
- ☐ Use resources at meetings that might turn visitors into members such as a guest book where their contact details are recorded (follow up with a card thanking them for attending and inviting them to visit again), a visitors pack with information about Rotary and how to join, a calendar of events that showcases to visitors what they might want to come back to attend.
- ☐ Focus on an active mentoring program for new members and an active buddy program for existing members.

2. FURTHER ACTION

The role of committees was explored during the workshop. At the beginning of the workshop members were asked to write down what they understood to be the role of the committee they were on and what their role was on that committee. Responses included a mixture of funding allocation for local, national and international projects, fundraising project/events, membership building and retention, evaluation of club projects, promotion and management of youth and vocational projects to support fellowship among club members and management of club meetings and equipment.

Following the summary of group discussions members were invited to form into their club committees to discuss the various actions recommended by the workshop groups. In place of this, a robust and valuable debate followed about the role of committees. It was stated that the committees were "spending" committees. However the descriptions of the roles of committees provided at the beginning of the workshop did not match this latter description. A clearer definition of what each committee does would assist in future planning as the expenditure, income and activity side of each committee is not clear at this point.

For example, the role of the Membership and Promotions Committee is to build and retain membership and increase the clubs profile through the promotion of project/events. A current

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project of this committee is the sale of the Rewards Card which is a great project and has the potential to bring in considerable funds for the club. However the current focus of the card is fundraising and there are currently no specific strategies for membership building and promotion linked to the card. This is an action pending for the committee.

A further example is provided by the International Committee. The role of this committee is to determine the allocation of funds to international projects. The committee is organising an exciting event, the "Irish Afternoon" to raise funds, so they currently have a fund spending and fund raising role.

CONCLUSIONS

The planning process to date has identified what is important to club members and a number of actions linked to the four themes from the Discussion Forum.

At the conclusion of the Discussion Forum we asked members:

"What is the most important thing that has come out of this session for you"? A number of responses related to projects/events and a full list was included in the Discussion Forum Report. The following responses indicated how members viewed their participation in the planning process and in the club:

- The opportunity for all members to participate and provide views on the direction and future of the club
- Opportunity to open up ideas
- People listening to each other
- To speak with my fellow Rotarians and discover what is important to them
- Promoting Blackwood Rotary more
- Different members have different priorities, so debate and deliberation helps
- To find ways to communicate our activities to the members and to the public
- Marketing and promotion, ie. promotion of club and raise awareness
- Promoting our club locally to increase awareness and membership
- Members are positive to make improvements – to lift local profile
- Rotary and the community of Blackwood
- The ability to share ideas
- Polio eradication

At this point we almost have all the information we need to draft a Strategic Plan for the club. However there are a number of decisions pending such as:

- Do members want to continue their involvement in the development of the Strategic Plan for the club?
- Do committees play a role in the drafting of the plan?
- Does the role of committees need clarification?
- Has the planning process uncovered what the members want for the future of the club?
- Who will take responsibility for recommended actions that are not linked directly to a committee?



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Barbara thanked everyone for their participation in the second planning workshop. The outcomes of the workshop will be sent to you through the club Secretary Bill Flynn.

PRESIDENTS CLOSING WORDS

President Jeff Thanked Barbara and her three helpers for running the workshop, and thanked all for their participation in the discussions.

| MEETING ROSTER AND SPEAKERS 2010 | | | | |
|----------------------------------|--|--------------------------------------|------------------------------|-------------------------------------|
| Meeting No. | 2043 | 2044 | 2045 | 2046 |
| Date | 10 Aug | 17 Aug | 24 Aug | 31 Aug |
| Fellowship | Margaret Congram Garry Dolman | Alan Eldridge Garry Dolman | John Jackson | Graham Lough |
| Reg. Assistant | Barbara Chappell | Peter Geer | Garry Dolman | Garry Dolman |
| Furniture | Richard Dix (fillin?) Tom Davenport | Cherilyn Fleming Bill Flynn | Tony Hughes John Lewis | Laz Meszaros Bernie Morgan |
| Chairman | Acting President, Bob Arnold | Neil White | President Jeff Hunter | TBA |
| Speaker | Geoff Baldwin | John Shepherd | Malcolm Lindquist | Glenn Giles |
| Topic | This is My Life | Water Planning for the Future | DG visit | Maralinga and Reconciliation |
| Sergeant | Helen Henbest | Helen Henbest | Helen Henbest | Helen Henbest |
| Bulletin Editor | Bernie Morgan | Ray Smith | Bernie Morgan | Naz Dastoor |

| Events and Celebrations 2010 | |
|------------------------------|---|
| Events | <ul style="list-style-type: none"> Rotary International District 9520 Conference on 7 to 10 October 2010 |
| Birthdays | <ul style="list-style-type: none"> |
| Anniversary | <ul style="list-style-type: none"> |