



Town & Country Weekly

Your e-Zine from District 9800

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DG Bernie's Message - OUR PUBLIC IMAGE CAMPAIGN



One of the District Objectives this year is the promotion of Rotary and the work of its Rotarians because nobody knows much about us and, in this age of instant communication, it is important to publicise our service far and wide to promote membership and widen our network for the furtherance of world understanding and peace.

For some weeks we have been announcing the Rotary International Public Relations Grants where up to \$US3,000 is available to Clubs for the promotion of Rotary and the improvement of our public image. Clubs are encouraged to use the funds to place RI prepared TV and radio public service announcements as well as fund billboards, banners and newspaper supplements.

Applications are now open & they will close on 31st October. Decision letters will be mailed by 17th November & all PR Grant projects must be implemented by 1st June 2007

Some of our projects that could win approval are:

Billboards Newspaper/Magazine Supplements
Radio/TV Outdoor Placements

Funds will not be available for:

Construction Projects
Internal Rotary Club events
Applications that miss the deadline
Applications without the District Governor's signature

Please have your applications to the District Secretary no later than 29th October 2006.

The PR Campaign has already started in North America and an update is:

- A full page Rotary supplement appeared in the International Herald Tribune (Atlantic & Asian editions) and New York Times.
- Starting this month, there will be Billboards on highways and airports. They have been able to negotiate free space for over 850 billboards in towns and cities across North America. The billboard will feature PolioPlus and Rotary centres.
- Thanks to donated free ad space, ads will also appear in Time, Newsweek, Forbes, Parenting, Golf Digest, Sports Illustrated and other magazines.
- Rotary's TV public service announcements will continue to air on United Airlines.
- A grant with Google has been obtained to use keyword links to promote our PolioPlus program and Rotary Centres.

The RI Template is available to all Clubs and I invite you to contact PR at pr@rotary.org

Our District PR Chair is preparing messages about Rotary and suggestions on how we can get our message across in this campaign to promote Rotary and the work of all Rotarians.

Lead The Way by telling the world about Rotary.

Bernie Walshe
District Governor

OCTOBER IS VOCATIONAL SERVICE MONTH

Message from RI President Bill Boyd The Four-Way Test

The Four-Way Test is one of the hallmarks of Rotary. Since it was developed by Herbert J. Taylor in 1932, it has never ceased to be relevant. Its four brief questions are not based on culture or religion; instead, they are a simple checklist for ethical behavior. They transcend national borders and generations.

As Rotarians, we should have The Four-Way Test in the back of our minds — if not the front — in every decision we make, all day long. As we go through our lives at work, at home, and in our communities, we must be conscious of our responsibilities as Rotarians: to speak the truth, to be fair, to build goodwill and better friendships, and to always try to do the best we can for everyone we encounter.

We must also make it known that we will not compromise our ethical standards. Hanging The Four-Way Test on the wall for all to see sends a clear message: Rotarians are people of integrity who care.

The Four-Way Test compresses ethical decisions down to something that can be hung on a small wall plaque. But Past RI President Richard Evans made it even simpler with one phrase: Is it right?

In his essay on the topic, he said: "A large part of all the proposals that are made in the world could easily be eliminated from further discussion simply by asking this one question: 'Is it right?' If it is, we may well consider them further. We may then reasonably ask whether or not it is convenient, whether or not it is profitable, whether or not we want to do it. But if it isn't right, we are wasting our time in asking any other question, because if it isn't right, it isn't worth it, no matter what else there may be in it for anyone.'

As Rotarians, I hope we all take this advice to heart & *Lead the Way* in doing only what is right.

1. GSE TEAM LEADER SELECTED

On behalf of District Governor Bernie Walsh, District GSE Chairman, Neville John has great pleasure in announcing that **Adrian Nelson** from the Rotary Club of Glen Eira has been selected as Team Leader for the outbound team to District 1580 in The Netherlands. Adrian began his career in the legal profession and then moved into the role of Business Manager with the family business, Nelson Bros Funeral Services.

As usual the calibre of applicants was excellent and we are confident that Adrian has the skills necessary to do a great job. I would like to thank Chris Don, Alice Miller, Henry Drury, Iven Mckay and Dennis Shore for their participation in this process and we now look forward to Sunday 22nd when the team member interviews begin. Adrian is now officially part of the GSE Committee.

2. **RYLA 2006**

Plans are well underway for the 2006 Rotary Youth Leadership Award (RYLA) Program with many clubs getting behind this annual personal development program for 18 to 25 year olds. Rotarians are reminded that **applications close on Wednesday 1st November 2006**, but that clubs are strongly encouraged to submit their nominations earlier to ensure that their candidates are allocated a place. The program itself will take place from the 2nd to 8th December 2006 at Wonga Park. Rotarians will soon receive an invitation to attend the annual RYLA/Rotary Club Night at the Wonga Park Conference Centre (formerly known as the Haven), 6.30pm for 7pm, Wednesday 6th December 2006. The night is always a fantastic opportunity to see RYLA at work & see the impact that this program has on those who attend each year - we hope to see you there.

For further information regarding RYLA please head to www.ryla9800.org.au

3. **THE LANCE HINTON SHIELD FOR GOLF**

All Rotarian Golfers and friends of Rotarians are invited to join the RC Prahran and its offspring Clubs on this day where they will be able to participate in a parallel tournament while Prahran and Prahran prodigies battle out for the annual Lance Hinton Shield competition: Malvern Valley Golf Club, 10 November 2006
Green fees and finger food \$40 [only \$34 for Seniors!!] **Click here** for full details

4. **Attention:** [Royce Abbey Room](#) (International House)

The "new" Royce Abbey Room is currently undergoing renovations and, until further notice, all meetings scheduled for the "Royce Abbey Room" will be held in the "old" Royce Abbey Room in the Greycourt building.

WHAT'S HAPPENING IN CLUBS

RC Bendigo South

The regular meeting of RC Bendigo South scheduled for Thursday, 30th Nov has been cancelled and rescheduled for Friday 1st Dec at Camp Getaway.

RC Brighton

Royce Abbey Oration: [Thursday October 19th](#)

Molina's Brighton Beach, 6.00 for 6.30pm

Cost \$25 drinks at bar prices.

Special guest speaker: **The Hon Tim Fischer.**

Bookings: PDG John King - email jwking@hotmail.net.au or phone 95929120, fax 95929278

RC Brunswick

Weekly meeting on Thursday 26 October 2006 will be 6pm for 6:30pm instead of 12:45pm for 1:00pm - a trial to have an evening meeting for the 4th Thursday of each month.

Details are also posted at www.brunswickrotary.org.au.

RC Central Melbourne Sunrise

ANNUAL CHARITY GALA

RC Central Melbourne-Sunrise is holding its 16th Annual Charity Gala at Leonda on [Friday 20th October](#). All Rotarians & friends are welcome to a night of entertainment, 3 course meal includes drinks, live & silent auctions, ample parking. Corporate sponsorship is available. Donated goods/services appreciated. Call Kevin Walklate (B) 9299 4319 for more details.

Click here for booking form.

RC Essendon North

The Club advises that the scheduled dinner meeting Wed Nov 8th Nov, has been changed to Mon Nov 6th for the Club's annual Melbourne cup Calcutta on this night

RC Gisborne

The Club advises that their meeting on Tuesday 24th October 2006 WILL NOT be held at the normal meeting venue "The Blue Lagoon in Gisborne", but a Vocational Services Night will be held at "Sequoia" in Woodend on Wednesday 25th October 2006.

RC Keilor East

Details of Fundraising Auction Night: Join RC Keilor East at a Fundraising Dinner with Guest Speakers, Bargains, Live and Silent Auctions to be held at ULTIMA FUNCTION CENTRE, KEILOR - 6.30 pm Friday October 20th 2006

\$60 per head - includes 3 course meal, beer, wine and soft drinks (tables of 10)

Tickets from **Lloyd Lancaster:** 9336 2015, **Bruce Cameron:** 9337 8194 and **Cherrie Osborn:** 9390 9526 Written applications to RC Keilor East, 42 Wyong Street , Keilor East 3033. Further information from Lloyd Lancaster.

RC Kew on Yarra

RC Kew on Yarra is supporting Friends of Rumania with a Book Fair at the Sacred Heart Parish Hall, corner Cotham Road and St John's Parade Kew, on 14 and 15 October. Proceeds go towards the FCJ Mission to Rumania. Refer to flier giving full details - [click here](#)

RC Prahran

The Club meeting on Monday 23rd October will not be the usual luncheon but instead an evening meeting at Club Tivoli at 6.00pm for 6.30pm with Kate Leeming the guest speaker.

RC Tullamarine:

annual 24 hour, Mega swim in aid of MS - 14th and 15th of October.

For more information go to www.msswim.com

RC Williamstown

Business Breakfast with **Bill Shorten**, National Secretary AWU

7.15 for 7.30am Friday 20 October 2006 The Royal Victorian Motor Yacht Club

\$45 including breakfast **Click here** for flyer

New Members

A big Rotary welcome to:

RC Central Melbourne Sunrise

Karen Night (Transfer from RC Maffra)

Jamm Solar

RC Kew on Yarra

Anthony Boyd

RC Melbourne

Anthony Nicholson

RC Boroondara

Kristy & Drew Morrison are pleased to announce the safe arrival of Georgia Louise on 2nd October at Freemasons. Both doing well. Congratulations to another Family of Rotary

RI Exchange Rate The October Rotary exchange rate for the AUD is 1.31

Don't forget - you can always check the back issues of Weekly News if you

missed something: 2005-2006 [Issue 01](#) [02](#) [03](#) [04](#) [05](#) [06](#) [07](#) [08](#) [09](#) [10](#) [11](#) [12](#) [13](#) [14](#)

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Speakers Bank Update - the very latest: [Click Here](#)

District 9800's website: www.rotaryd9800.org