



The Mindarie Bulletin



49
4th August 2017

Rotary Club of Mindarie Inc. WA
District 9455 Club 83520
Chartered 11/2010

www.rotarymindarie.com

Meets every second Wednesday
at Mindarie Marina Boardroom.
5:30pm for 6:00pm

2017/18 THEME



Quoting President Ian Riseley:
Making a difference is an expression you hear all the time about Rotary, the opportunities that we have and the things that we do. And that is why we are all here, at this assembly. To make a difference: to our world, to our communities, and in the lives of others. And in 2017-18, that will not only be our goal, but our theme — Rotary: Making a Difference.

What kind of a difference each club and each Rotarian chooses to make will always be their own decision.

But we are united in our organization and its common principles: our insistence on ethics and our commitment to Service Above Self.

Rotary
Club of Mindarie
You can
make a
difference.



Visit Our Site

rotarymindarie.com

Keeping Rotary Relevant

Excerpts of a speech by
Michael McQueen

It is often said that GenY, who Rotary needs to attract as members, are a generation who “never volunteer, never get involved and never want to give back”. But a look at the NGO *Carry the Future* shows this is not true. Started in September 2015 by Cristal Logothetis, a young woman in California who was so moved by a TV footage of the plight of refugee children in Syria, that she said we have to do something about it. One of the biggest challenges was that the refugees or migrant families had no proper way to carry their children. “So she got a simple idea, put up a Facebook page to gather funds with the appeal that second-hand carriers may be sent to refugee families. Within a month she had collected \$40,000 and over 3,000 used baby carriers to be sent to refugee families in Syria.” Within 3 months she had raised \$50,000 and had 5,200 active volunteers. All online and through social media.

While one lesson Rotary could learn from this was that many organisations operate in different ways thanks to technology, the other interesting lesson was that the vast majority of its volunteers “are part of a generation that we are told don’t volunteer, don’t give back, don’t get involved. A generation called the Millennials or Gen Y. I am part of Gen Y myself.” This is the age group 17-35 and a powerful demographic in India with about 35-44 per cent of the population being in this group. “This is a huge group and the absolute key to our future membership,” McQueen said.

Urging Rotarians not to believe the hype that this group doesn’t get involved, he added, “They are involved in many charities such as *Carry the Future*; they have just not joined our cause.” India has a better than the global statistic of 15 per cent of its membership coming from those under 40, compared to the general Rotary world where only 6 per cent of Rotarians were below 40.

One of the several reasons why youngsters were not joining Rotary, McQueen said, was that “they don’t know about us”. Once, while raising funds at a shopping centre in the US, somebody asked them what the funds were meant for; “I said Rotary, and he said, genuinely, what is Rotary. He didn’t have a clue. Even those who have heard of Rotary don’t really understand what we are about. In a nutshell, we are not good enough at telling our own stories. We do good and we are ashamed to share it.”

Most young people who knew anything at all of Rotary had a “warped view. Perhaps they see it as an exclusive club for retired people, and in many cases, retired men,” he said.

The challenge was how to change that perception. Often, the young did not join Rotary because “they don’t know they are welcome in our clubs.” Another key reason was lack of time. “This is a generation that is really busy,” McQueen said, and recalled that when he joined a Rotary club in Sydney, one of his first experiences was introduction to a Rotarian who had been in Rotary for 27 years and “the second thing I was told was he had 100 per cent attendance! That was meant to inspire me but it didn’t; at best it intimidated me because I’ve caught 12 flights in the last 2 weeks.

- Continued on page 3



CLUB MEETING NOTES

Club Meeting 2nd August Mindarie Marina Boardroom

We returned to the Mindarie Marina Boardroom after the last two "social" meetings.

A small group of our members were in attendance with many other unable to attend due to prior commitments.

We were joined by Matthew Newton who is of the millennial generation and interested to know a little about Rotary. Violet Nou, friend of Margaret's attended again and submitted her application to join our Club.

Kailsa Kainulainen, our RYE student from Finland also attended. She was prepared to give a brief presentation but this was deferred until the next meeting when more members can attend.

President Ralph then raised a number of matters for discussion:

- We need to actively look for new members. Regrettably we have lost 6 members since the beginning of the year although two of those have indicated that they can be called upon for volunteer work.
- District and Rotary are now actively encouraging the business networking aspect of Rotary. There will be a Rotary Means Business event on 12th September at the Subiaco Hotel. He has already indicated that 4 members of RCM are interested in attending.
- The Winter backpack initiative was discussed. There was general agreement that we should partner an experienced charity that works in this sector. Andrea and he have looked at options and it was felt that the concept RCM members handing out backpacks to the homeless and needy in our Community (as we have done with the hampers) was not practical. Thus it was agreed that we should partner with Mercycare Merriwa and donate the backpacks to them for them to distribute as required. In addition, they have the expertise to advise and assist on future RCM Community activities..

A media event for the handover is being arranged within the next 5 days and members will be advised.

10 Backpacks are also to be given to Margaret who seems to have awareness of where there are homeless in our area. These will be the remaining backpacks that were collected at Rypen.

- The idea of a morning/afternoon tea for the aged, sometime in November, was raised and that Mercycare would be happy to assist. Margaret agreed to run with this idea.
- Swap Mart is not as effective as we would like despite Dave's efforts at advertising. This was put down to early opening (6am when it is dark) and the terrible weather. Whilst another venue that is visible from Marmion would be ideal, we will stick with where we are for the rest of the year.
- and not change the opening time.

- We have received a donation from Mindarie Primary School of \$708. This was a collection by students for the Ampan project and we need to determine what stage 2 will be. It was agreed that Ralph and Margaret should present the School with a Certificate of Appreciation for their efforts.
- Dave gave an update of what has been occurring with the Sells family. Apparently Evie is home 4 days per week and the family is hoping that she will be able to remain home full time. Until then, no work on the front of the house can be done.
- Ralph produced a booklet containing offers of discounts for local businesses. Conceptually it is similar to the Entertainment Book but this one is focused on businesses in the local Joondalup, Clarkson and Butler area. After examination by those present it was agreed that it contained good offers and at the proposed price of \$10 would be of interest. RCM would get half the sale price. However, it was felt that the distribution model required reassessment and Ralph will follow up.

The main business being concluded, the meeting then turned to the induction of a new member into RCM and Rotary. Jessica Andersen, a Director at Everest legal is a New Zealander from Gisbourne, who emigrated to Perth a few years ago. A lawyer by profession, she has participated in some of our activities over the last few months.



New member of Rotary Jessica Andersen

Jessica mentioned that she enjoyed participating in the Easter hamper initiative and is particularly looking forward to the Rotary Means Business initiative.

PP Nigel gave the induction charge and President Ralph welcomed Jessica into the Rotary family.

Some housekeeping matters were raised:

- RC Joondalup is having a special guest speaker, at their meeting on 8th August (Woodvale Tavern). Michael Sheldrick, Director at Global Citizen, will speak about the End Polio Now efforts. Members are invited to attend.
- Members were reminded that we have a sausage sizzle at Bunnings on Sunday 13th August. Of those present, a number volunteered to participate.
- Membership dues need to be paid.

The next meeting is scheduled for 16th August and there will be a guest speaker, Chris Smoje, as well as a brief presentation from our RYE student Kaisla.

The meeting concluded at 19:30.

Have you ever listened to someone for a while and wondered... "who ties your shoelaces for you?"

CONCERN FOR THE AGING

One current area of special emphasis for Rotary clubs focuses on providing "new opportunities for the aging."

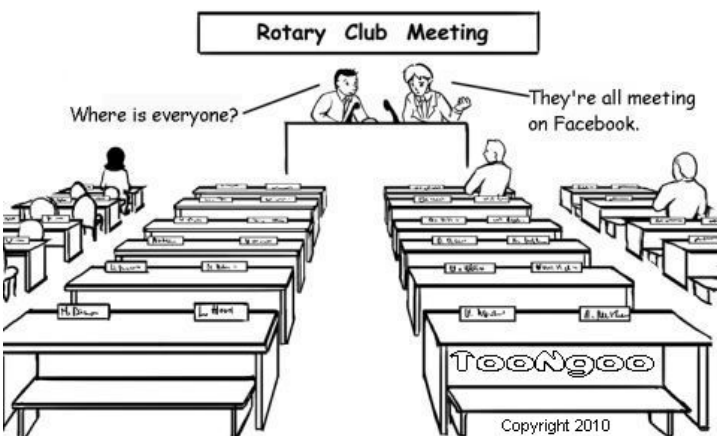
In 1990, the RI Board of Directors urged Rotarians to identify new projects serving the elderly that emphasise intergenerational activities and the integration of seniors into society and the workplace. The following year, the board called for an approach that stressed service "with" the elderly as well as "for" them.

With the substantial upswing in the worldwide population of older persons, their needs for special attention have greatly multiplied. As citizens grow older, it becomes increasingly important for them to retain their personal independence and to remain in control of their own lives to the extent this is possible.

Many Rotary clubs are seeking ways to serve the older persons of their community who face problems of deteriorating health, loneliness, poor nutrition, transportation difficulties, inability to do customary chores, loss of family associations, reduced recreational opportunities, inadequate housing and limited information about available social agencies for emergency assistance.

Some clubs have initiated a valuable community service to assist older persons in retirement planning and adjustment by organizing and sharing the wealth of information available within the club's membership. Other clubs have developed foster grandparent programs and other intergenerational activities that allow seniors to use their experience and knowledge to help young people. Rotarians often can provide services which seniors can no longer do for themselves.

The greatest need of aging individuals is frequently a mere expression of real caring and concern by thoughtful friends. All Rotarians should seriously consider how they and their clubs may actively participate in programs for the aging. It is one area of community service in which there is a growing possibility that each of us may some day be on the receiving end.



I like to hold hands at the movies...
which always seems to startle strangers.

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That's what I do and I'm very rarely around, and many young people have similar schedules. So my first thought was that if that is what is required, then I can't be a part of it." Luckily the President told him he was aware how busy McQueen was and added, "Come as often as you can and give what you can."

So, to attract young people how should Rotary clubs position themselves to the young?

The answer lay in some of the brands which were around for two centuries; those businesses had survived and even prospered because they had done things differently and innovated.

Challenging the audience to remember something they were taught in high school, McQueen said he too had forgotten the principle of entropy taught in Physics — that matter left to itself will decay and disintegrate. "I never realised that one day I would dedicate a chunk of my career to entropy and how it applies to businesses, organisations and institutions that I've been tracking for 14 or 15 years."

The one word which describes why even the mightiest of businesses lose their edge, and fail is disruption. "This word describes change that wasn't expected. How many taxi drivers were looking for an app called Uber that might put them out of business? Very few. How many hotels had any idea that Airbnb might take a huge chunk of their business? That is disruption. When you aren't expecting or looking for it, it can come overnight and change the game totally."

Rotary as an organisation was also not immune to disruption; we are part of a global community. We engage with many communities but how we build communities or engage with them has changed enormously. Because of technological disruption in the last 10 years. "But rather than look at technology as a threat, and many of us do that, can I suggest it can be a phenomenal opportunity to leverage and enlarge our influence to re-engage people who are disengaged and have left or attract people who might otherwise have never joined our organisation."

Some of the thoughts he left the Rotarians with include:

- Dig a well before you get thirsty; reinvent before change forces you to. You can't wait for change to arrive. It's too late by then, because you are in survival mode and not operating in a strategic mode. Often with growth and success comes complacency and that is incredibly dangerous.
- Earlier, the definition of insanity was: Doing the same thing over and over again and expecting a different result. Today, it is the opposite.
- Avoid the trap of auto pilot and engage with people and ideas all the time.
- India has a better than the global statistic of 15 per cent of its membership coming from those under 40, compared to the general Rotary world where only 6 per cent of Rotarians are below 40.
- Leverage fresh eyes. Think outside the box. People with fresh eyes seek simple solutions to problems.

Michael McQueen is an **award-winning speaker, social researcher and best-selling author**. He has his finger on the pulse when it comes to **emerging trends shaping business and culture**. With clients including **KPMG, Pepsi and Cisco**, he has helped some of the world's most successful brands navigate change and stay **ahead of the curve**. He is also a Rotarian

AN INVITATION FROM RC JOONDALUP

AUGUST 8TH

A SPECIAL EVENT

VENUE: Woodvale Tavern

TIME; 6PM for 6.30

MICHAEL SHELDRIK



**MANY OF YOU WILL NOT KNOW WHO
MICHAEL IS?**

Michael Sheldrick, originally from Perth Australia, at the age of 28 leads the Global Citizen's global advocacy work from its New York office.

In this role, Sheldrick currently coordinates The End of Polio campaign, which working with Rotary has helped mobilize more than \$800 million in support of polio eradication efforts. In this role he works closely with the Bill & Melinda Gates Foundation, UNICEF, WHO, and the World Bank. He led the successful 2011 End of Polio campaign that saw Commonwealth leaders announce \$118 million in contributions to the GPEI at the 2011 Perth Commonwealth Heads of Government Meeting.

Sheldrick's campaigning in support of polio eradication has been recognised by numerous awards including 2013 Young Western Australian of the Year, a finalist for 2014 Australian of the Year, listed in *The Sunday Times* as being amongst Perth's best & brightest, and being granted a Paul Harris Fellowship by Rotary International.

In 2017, he was named as a finalist for Young Commonwealth Person of the Year by Baroness Scotland, Commonwealth Secretary-General, the only Australian finalist out of 16 finalists from 52 countries.

PAUL HARRIS FELLOWS

Undoubtedly the most important step to promote voluntary giving to The Rotary Foundation occurred in 1957, when the idea of Paul Harris Fellow recognition was first proposed. Although the concept of making \$1,000 gifts to the Foundation was slow in developing, by the early 1970s it began to gain popularity. The distinctive Paul Harris Fellow medallion, lapel pin and attractive certificate have become highly respected symbols of a substantial financial commitment to The Rotary Foundation by Rotarians and friends around the world.

The companion to the Paul Harris Fellow is the Paul Harris Sustaining Member, which is the recognition presented to an individual who has given, or in whose honor a gift is made, a contribution of \$100, with the stated intention of making additional contributions until \$1,000 is reached. At that time the Paul Harris Sustaining Member becomes a Paul Harris Fellow.

By 1994, more than 450,000 Paul Harris Fellows and 160,000 Sustaining Members have been added to the rolls of The Rotary Foundation.

A special recognition pin is given to Paul Harris Fellows who make additional gifts of \$1,000 to the Foundation. The distinctive gold pin includes a blue stone to represent each \$1,000 contribution up to a total of \$5,000 in additional gifts. Paul Harris recognition provides a very important incentive for the continuing support needed to underwrite the many programs of The Rotary Foundation which build goodwill and understanding in the world.

NAPLAN Results Could Be Gooder, Government Concedes



The Federal Government admits literacy and numeracy skills should of improved fasterer, following ten years of NAPLAN testing.

The preliminary results from tests in May, released Wednesday, show a 2.04% decline in riting skills. Reading has declined too, with many children now unable to maintain the necessary concentration to read to the end of a

Grammar results has also gone backwards since the knew testing was introduced in 2007.

Encouragingly, numeracy levels have actually improved over the last ten years, up by around a third (11%).

- Betoota Advocate

220-Kilometre-Long Jumper Leads Arrive In Rural SA To Connect Adelaide To Tesla



Elon Musk's proposal to fix the South Australian power market was only announced on Thursday morning, but the first stages of development for the "world's biggest lithium ion battery" are already visible in the state's rural mid-north, it has been confirmed.

Set to be built by Tesla and French company Neoen, it appears the infrastructure project is already well and truly underway, judging by the 220-kilometre-long jumper leads currently sitting in an empty sheep station in Outback South Australia.

Premier Jay Weatherill said the jumper leads will play a big part in keeping the lights on in Adelaide, because as we have all learnt over the last few heatwaves, even the South Australia capital needs to get a jump start from a mate every now and then.

"Just like when a car runs flat... We'll be attaching these cables to our city's power grid and giving them a zap from the Tesla pack" he said.

"We just need to make sure we don't sell the Tesla battery to the Chinese as well. Because that seems to be where our trouble started with the initial grid"

Tesla founder and owner Elon Musk says while the jumper leads will be able to comfortably stretch from the Jamestown location all the way to Adelaide, it is up to the South Australian government to make sure they get the clamps on the right terminals.

"If you put them on the wrong ones we might blow this battery up for good"

"I don't suspect there will be any risk of that happening but I have learnt to never underestimate the incompetencies of Australian local, state and federal governments"

-- *Betoota Advocate*

TEA AND TOASTIES: A NEW WAY

By PDG Gerard McMillian

Rotary Club of Singleton Sunrise, NSW

FALLING Rotary membership can be viewed in two ways: first, as a problem, but second, as an opportunity. Past Rotary International president Gary Huang encouraged his governors to "try new things" – one doesn't discover new lands unless you lose sight of the shore.

There are many ways to attract new members, but what worked for us was extremely simple – introducing a satellite club. Like an artist with a new canvas, starting up a satellite club removed disagreements over what should and should not change regarding meeting structure, membership types, attendance requirements and so forth. Rather than upset those conservatives who have done so much for their communities and wish to maintain the club as it is, we simply began another club to run on the side.

The Rotary Club of Singleton Sunrise, NSW, chartered in June last year. Our breakfast meetings are affordable, consisting of coffee, tea and toasties costing \$2 per member. Not all members are business people or leaders of industry, but all are community-minded and eager to help worthy causes. Over 64 per cent of members are female, 64 per cent are under 50 and our youngest two members are 21 years old.

Our club is based on Rotary's true ideals of fun, friendship and service. Attendance isn't focused upon – the only expectation is: "Do what you can when you can". We have a relaxed and friendly atmosphere. A new member refers to the club as her family, a view shared by many members.

We have done all kinds of projects over the year, including donating over 150 gifts on both Mother's and Father's Day to residents of a nursing home, hosting a car boot sale for the Australian Families of the Military Research and Support Foundation, and assisted in planting 1300 trees for National Tree Day, encouraging personal giving to The Rotary Foundation, sponsored two candidates to RYLA, sent 200 Christmas packs to Australian troops serving overseas and much more. It is in giving that we receive, and I am thrilled to be part of an effort to help pave the way for new members into Rotary.

FEMALE'S HAVE A LIFE EXPECTANCY OF

83.7 YEARS

MALE'S HAVE A LIFE EXPECTANCY OF

79.2 YEARS

MORE MEN DIE

FROM PROSTATE CANCER THAN WOMEN DIE FROM BREAST CANCER

60% DO NOT EXERCISE SUFFICIENTLY TO OBTAIN HEALTH BENEFITS

95% OF MEN DO NOT CONSUME SUFFICIENT FRUIT AND VEGETABLES

86% ARE OVERWEIGHT OR OBESE

31% HAVE A CHRONIC HEALTH CONDITION

BOYS AND YOUNG MEN ARE MORE LIKELY TO DIE FROM EXTERNAL CAUSES SUCH AS ACCIDENTS AND SUICIDES WHEREAS OLDER MEN ARE MORE LIKELY TO DIE FROM DISEASES OF CIRCULATORY SYSTEM AND CANCERS

1 IN 688 MEN WILL BE DIAGNOSED WITH BREAST CANCER

THE RATE OF SUICIDE FOR MEN IS **3.5 TIMES HIGHER** THAN WOMEN

THE LEADING CAUSE OF DEATH FOR AUSTRALIAN MALE IS HEART DISEASE (INCLUDES ANGINA, HEART ATTACKS AND BLOCKED ARTERIES).

APPROXIMATELY **24%** OF THE POPULATION

EACH DAY ABOUT **32 MEN** LEARN THEY HAVE PROSTATE CANCER

ROTARY MEANS BUSINESS

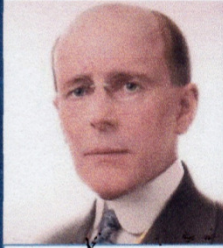
DISTRICT 9455 CHAPTER

JOIN US ALL ROTARIANS WELCOME

INAUGURAL ROTARY MEANS BUSINESS NETWORKING EVENT

TUESDAY, SEPTEMBER 12

**SUBIACO HOTEL
UPSTAIRS STELLAR LOUNGE
FROM 4:30PM**



PAUL P. HARRIS

Encouraging Rotarians to support the success of their fellow Rotarians by doing business with them and by referring business to them — while at the same time doing good in the community.

"Life in Rotary should be a rational mixture of business, civic activities, and good fellowship." (Paul P. Harris, January 1911)

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**Altech Chemicals
Limited**

Rotary Means Business (RMB) is open to all Rotarians

BOOK EARLY - LIMITED TO FIRST 250 MEMBERS

BOOKINGS via <https://rmbsept.eventbrite.com.au>

HOT SNACKS AND FIRST DRINK PROVIDED | CASH BAR

**FREE
ATTENDANCE**

*Remember to bring your
Business cards &
\$20 for the RMB
Community Raffle*

ROTARY MEANS BUSINESS

DISTRICT 9455 CHAPTER

\$20 RMB Community Raffle

Enjoy an ALL EXPENSES PAID 4 hour Sundowner River Cruise for 12 people on the magnificent 58' Fairline Squadron "FELINE" with Rotarian Larry Hirsch as your skipper, and Rotarian Ron Gibson as your host

ALL FOOD & DRINKS INCLUDED.

Value \$2,500.

Prize is subject to availability and weather

