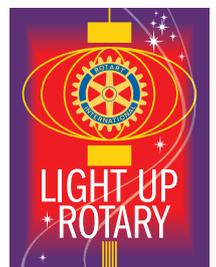




YEARBOOK 2014-15

ROTARY CLUB OF GEEELONG CENTRAL





Gary C.K. Huang
President, 2014-15

T +1.847.866.3467

F +1.847.866.3390

gary.huang@rotary.org

16 May 2015

To the members of the Rotary Club of Geelong Central, Victoria, Australia,

It gives me great pleasure to congratulate the Rotary Club of Geelong Central, Victoria, Australia on its 25th anniversary.

For 25 years, your community has been able to count on Rotary. Each Rotary club that is chartered is a beacon of hope and help; a beacon I know will continue to shine for many years to come.

There is no one model of what a Rotary club should be, and every club finds its own way to enrich its community and the lives of its members. Our strength as an organization lies in our adaptability. In Rotary we find solutions, not excuses. Successful clubs, like yours, have found a model that works for them. They have kept their members engaged by tailoring their practices to the strengths, needs, and passions of their membership.

This milestone represents your commitment and the commitment of the Rotarians before you, a commitment to Service Above Self. By gathering each week to work together, you make your community stronger, and you make Rotary stronger. And you are given a gift in return: a feeling of pride and responsibility that will deepen your connection to your community and to your fellow citizens.

Congratulations on 25 years, and best wishes for many years of joyful service to come. I know Geelong Central, Victoria, Australia will continue to flourish, as we work together to *Light Up Rotary*.

Sincerely,

A handwritten signature in black ink, appearing to be the name "Gary C.K. Huang" in a stylized, cursive script.

Gary C.K. Huang
2014-15 President, Rotary International

Introduction

The Club Yearbook is a great way to showcase our achievements over the past year against the backdrop of the bigger Rotary International picture. As Rotarians we know that the enormous global contribution from Rotary International is built from the local contributions of millions of Rotarians around the world. Each of us making a difference in our own local communities has, is and will continue to **light up our world through Rotary.**

Last year the first Rotary Club of Geelong Central *Yearbook* was a great hit with club members and visitors alike because it revealed the relationship and volume of our volunteer work and projects to the broader Rotary International areas of focus, being:

- Peace and Conflict Prevention/Resolution;
- Disease Prevention and Treatment;
- Water and Sanitation;
- Maternal and Child Health;
- Basic Education And Literacy; and
- Economic and Community Development

Rotary's Areas of Focus



Last year we tracked our volunteer hours for the first time across all our projects and activities, and in that year we volunteered over 5000 hours of our time. This 2014-15 year has truly been a busy year for the members and friends of Rotary, with international, national and local projects as well as extensive district and local commitments. As a Club we have tripled our contribution of volunteer hours in the past year to over 15,000 hours. The inherent value of this work can be seen in the projects we have completed and if we were to assign a dollar value onto this commitment it would exceed \$450,000¹.

Rotary International captures the data on volunteer hours from clubs around the globe. With this data the intangible value of Rotary members' commitment to service above self is measured and shown to governments and corporations throughout our international community. In the face of the hard facts, and in the light of Rotarian service across the globe Rotary now demonstrates to governments and corporations the value of **Rotary as a gift to the world.**

This 2014-15 Yearbook celebrates our achievements and the differences we have made both locally and globally. It reveals our strengths and also the areas where we can be challenged to do more as we move forward. Enjoy.

1. Based on independent community sector analysis in \$AUD

From the President's Desk



J O A N N E C L A R K

Rotary International President Huang began this Rotary year with the challenge for each of us as Rotarians to light up the world by lighting up Rotary. As you read the stories and accounts of the enormous contributions made by the members of the Rotary Club of Geelong Central I believe you will agree that we have indeed succeeded in lighting up the world through our Rotary work.

The 2014-15 year has seen our Club contribute across Australia in two remote aboriginal communities. Members have visited and worked with the Arnhem land community at Garrthalala school again, demonstrating our long term commitment to supporting the homeland education of local people. We also have sent a number of teams of volunteers to complete a major building program at Kiwirrkurra in Western Australia in the Gibson Desert, one of the most remote communities in Australia. Here Rotarians, friends of Rotary and volunteers are working with one of our members to assist the local community to rebuild their community store and refurbish other local infrastructure. This project has been boosted enormously by the generous donation of the use of an Isuzu Ute by Winter & Taylor Isuzu, North Geelong.

Members have also travelled to and completed work on kindergarten and classrooms at the local primary school in South Taveuni (Fiji). Our projects are not however all completed far from home. Led by one of our newest members, Scott Hunt, our Club has successfully established the Geelong Chapter of Habitat for Humanity. With building plans awaiting Council approval over the next 12 months we will complete construction and family selection for a no-interest Habitat for Humanity home for a local Geelong family.

As you will read throughout this Yearbook, the 2014-15 year has been filled with service – service to our local community, service nationally and service internationally. The challenge for Rotary going forward continues to be recruitment and retention of members, a challenge which our Club – like so many others – continues to grapple with.

Two firsts for our Club, and possibly for any Clubs in the Asia Pacific region that were fun and highlights for me as President were:

- Being the only Club in Australia who inducted a Masai warrior as a new member this year, and
- Being the only Club who conducted a flashmob for our Rotary International Community day, which also marked our 25th birthday celebration

Stepping out, having fun and embracing change we have demonstrated supports the growth of Rotary as a service organisation that continues to make an enormous community

contribution. As Rotary and Rotarians adopt new technologies, new events and new fun ways to embrace our community I am confident that the community will in turn embrace Rotary into their lives. I have been proud to have the opportunity to be the President of the Rotary Club of Geelong Central throughout the year.

As outgoing President I feel especially grateful to have had the support of my Board members as together we worked to deliver, each in our own way so that our Club has again been able to serve the community at a level above and beyond expectations.

In the coming year the Club has the exciting role of being the home to our soon-to-be District Governor Jane Cox. Of course there are many to thank because, as we all know it takes the whole team to achieve what we have done and I am extraordinarily grateful that I have had the opportunity to share this year's journey with you all.

2014-15 Board

President – Joanne Clark; Vice President (Immediate Past President) – Geoff Mann ; Secretary – Linda Carr (Jul14, Oct14-Jun15) and Dean Kennedy (Aug-Sep14); Treasurer – Ralph Menchise; President Elect – Doug McDonald; Service Projects – Richard Oakley; Public Relations – Christine Heath; Foundation – Colin Peel; Membership – Helen Hunter.

Our Enablers

The key enablers to the work of our Club are; our people, fundraising activities and our promotion of Rotary. Each member is committed as a Rotarian to applying the four-way test to all that we do. As Rotarians we ask ourselves:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

Our People

Geelong Central Rotary is a thriving and dynamic service club organisation where members are proud to join and keen to stay. It is only through the time and talents of our volunteers that we are able to make a difference in communities both locally and worldwide.

We currently have 34 members, 2 Honorary members and 5 Friends of Rotary.

Our Members in 2014-15

Our 2014-15 President

Joanne Clark

Our 2014-15 Board

Joanne Clark

Geoff Mann

Linda Carr

Dean Kennedy¹

Ralph Menchise

Doug McDonald

Richard Oakley

Christine Heath

Colin Peel

Helen Hunter

Club Members

Philip Beasley

Sandi Brown

Jane Cox

Peter Drummond[~]

Max Findlay

Graeme Giddings

Lloyd Gosling AM

Kathryn Haberman[^]

Roger Haebich

Tim Hamilton^{*}

Geoff Hayles

Nicholas Heath^{*}

Mitzi Hesper

Scott Hunt

Phil Jacobson

Hans Kull

Tony McManus[^]

Geoff Morgan

James Nott

Jean Paul

Cathy Roth OAM

John Roth

Don Shields

Tony Stewart[~]

Tony Still

Martin Stow

Darryl Thomas

*Honorary ^Resigned

~New/transfer

Friends

Ray Bassett

Michael Betts

Geoff Hutchinson[^]

Rob Jeremiah

Arend Stone

[^]Transfer from full membership

1. Acting Secretary Aug-Sep'14

Developing Our People

Rotary Leadership Institute (RLI)

RLI training builds the leadership capabilities of our Club and ensures we continue to deliver results in all the focus areas of Rotary International. This year Doug McDonald completed Rotary Leadership Institute (RLI) training. We plan to have three or more members undertake RLI in the coming year (www.rotaryleadershipinstitute.org).

Development of members is continued throughout the year at the following events, meetings and conferences:

- District Conference – Maryborough
- District Assembly – Stawell
- International Convention – São Paulo
- Club Meetings – Geelong

Fundraising

Fundraising activities generated over \$50,000 throughout the year. This income was generated through the following events and activities:

- The Market – stalls and food van
- Cup Eve
- Raffles
- Member fines
- Donations to the “piggy bank”
- Ride the Bellarine – End Polio Now

Club Service

Public Relations

In 2014-15 we had a strong focus on social media. PR activities successfully promoted and created greater awareness of the Clubs activities, presence and contribution to the Community. PR activities this year included the following:

- Newspaper articles
- Web and social media presence improved
- LCD screen for mobile multimedia promotions
- Club Bulletin
- Rotary International Community Day – flashmob and birthday celebration

Facebook “Likes” are a key indicator of how well and how often our message is being

presented in the community. We run 2 Facebook pages; one for the market and one for the club, since 2014 our likes have grown by 500% (199 up to over 1200) for the market Facebook page and 300% (69 to 186) for the club site.

We are going to focus even more in the coming year on PR activities to get our message out there by promoting what we do, how we do it and how people can get involved.

Club Administration

The main function of club administration is to ensure the club has appropriate governance, compliance with legislation and Rotary International protocols, efficient and effective operation of the club, accurate record keeping and financial management.

Club administration activities throughout this year included the following:

- Further development on action plans in all club portfolios, Membership, Foundation, Service and Public Relations
- Establishment of cloud based accounting management system
- Facilitating direct debit payments for Centurion
- Introducing the "Spotlight on Rotary" to each meeting
- Maintaining an interesting array of speakers and topics to meetings

Throughout the coming year our focus is on design and implementation of an efficient, effective multi channel Club communication strategy.

Foundation

The mission of The Rotary Foundation of Rotary International is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. Club members support the Rotary Foundation through:

- Centurion donations (donating \$100 or more in the year to the Annual Fund)
- Polio Plus – \$2000 (eradicating polio from the planet)
- Rotary International Foundation – \$2000

The annual fund is used to help rebuild suffering communities and nations by resolving conflict, eradicating disease, providing safe water, feeding the hungry, educating children and adults, and alleviating poverty.

This year we have contributed over \$4000 to Rotary Foundation activities including:

- Centurion donations
- Paul Harris Fellowship*
- Polio Plus

- Ride the Bellarine - Polio Plus
- Royce Abbey award

Every time a new Paul Harris Fellow is named we know that US\$1000 has been given to The Rotary Foundation. In the coming year the Club will have one or more new Paul Harris fellows. This is not an award, but a recognition of outstanding commitment to the Club or the community.

The Royce Abbey Award recognises Rotarians who show Enthusiasm and Commitment to the Object of Rotary. Each awardee displays enthusiasm and commitment to both Rotary and to the local and International Community.

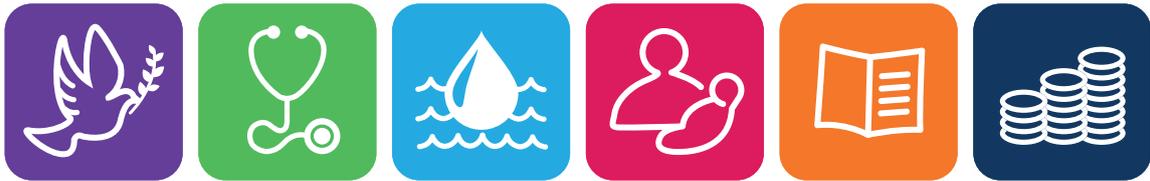


Coverage of our flashmob in the Geelong Advertiser
8th June 2015

You  watch our on Youtube: bit.ly/RotaryFlashmob



Our Commitment To Rotary's Six Areas Of Focus





PEACE AND CONFLICT PREVENTION/RESOLUTION

DID YOU KNOW

- 1.4 billion people live on less than \$1.25/day
- As of December 2012; 45.2 million people were displaced worldwide
- Australia ranks 87th in the world (based on GDP per capita) in accepting refugees

WHAT WE HAVE DONE

- Shelterboxes
- Youth leadership programs
- Youth humanitarian projects
- Refugee Project in Geelong
- Habitat for Humanity
- Co-sponsored an inbound International Exchange student

KEY PERSONNEL

Linda Carr, Christine Heath, Helen Hunter, Tony McManus, Phil Beasley, Peter Drummond, Cathy Roth, Jean Paul, Doug McDonald, Scott Hunt, Joanne Clark, Max Findlay

OUR ENABLERS

- International, Community and Youth service areas
- Fundraising

PROJECT COSTS 2014 – 2015:

\$4500

VOLUNTEER HOURS

3936

PLANS FOR 2015-16

- Continued involvement in the above projects
- Big focus on the "Habitat for Humanity" project in Geelong



DISEASE PREVENTION & TREATMENT

DID YOU KNOW

- 1 billion people suffer from neglected tropical diseases such as dengue fever and leprosy.
- Today, there are only three countries that have never stopped transmission of the wild poliovirus: Afghanistan, Nigeria, and Pakistan. 269 polio cases were reported worldwide in the past 12 months, which is a 99% reduction since the 1980s.
- Locally, Anam Cara House and the Strive 2 Thrive program receive no government funding, but do a great service in the local community. We also formed a partnership with "Help Assistance for Local Tradies" (HALT) a mental health program for trades people, run in conjunction with Bendigo Community Health, Barwon Health, Trades Hall Council and Headspace.

PROJECT COSTS

2014 – 2015:

\$8000

VOLUNTEER HOURS

844

WHAT WE HAVE DONE

- Anam Cara House donation
- Strive to Thrive donation
- Bowel Scan
- Polio Plus donations
- HALT "Save your Bacon" breakkie

KEY PERSONNEL

Linda Carr, Sandi Brown, Doug McDonald, Lloyd Gosling, Helen Hunter, Richard Oakley, Christine Heath, Mitzi Hesper, Geoff Mann, John Roth, Tony Still, Geoff Hayles, Jane Cox, Joanne Clark, Peter Drummond, Roger Haebich, Geoff Mann, Alex Gunning

PLANS FOR 2015-16

- Continued involvement in the above projects
- Stoves for healthy living

OUR ENABLERS

- International, Community & Vocational service areas
- Fundraising



WATER & SANITATION

WHAT WE HAVE DONE

DID YOU KNOW

- 783 Million people worldwide do not have clean water
- Every 20 seconds a child dies as a result of poor sanitation
- According to the World Health Organization, globally we should be investing \$5 per capita in water and sanitation. Currently this figure is less than \$2 in most developing countries

- Aqua Boxes
- Scoping a Madagascar water project

KEY PERSONNEL

Geoff Mann
Roger Haebich
Joanne Clark
Doug McDonald

OUR ENABLERS

- International
- Fundraising

PROJECT COSTS 2014 – 2015:

\$7500

VOLUNTEER HOURS

160

PLANS FOR 2015-16

- Developing a water and sanitation project in partnership with overseas Rotary club/s and/or a local school



MATERNAL & CHILD HEALTH

WHAT WE HAVE DONE

DID YOU KNOW

- Every day, approximately 800 women die from preventable causes related to pregnancy and childbirth.
- 99% of all maternal deaths occur in developing countries.
 - Maternal mortality is higher in women living in rural areas and among poorer communities.

- Sponsored Geelong Mums to help them supply good quality baby goods to people in Geelong
- Sponsored "Clean Stoves for Africa" (Tanzania)

KEY PERSONNEL

Doug McDonald
Colin Peel
Joanne Clark
Geoff Hayles

- Young adolescents face a higher risk of complications and death as a result of pregnancy than older women.
- Skilled care before, during and after childbirth can save the lives of women and newborn babies.
- Cooking smoke is the second biggest killer (after HIV/AIDS) in Tanzania causing respiratory disease and lung cancer.

PROJECT COSTS
2014 – 2015:
\$5500

VOLUNTEER HOURS
60

PLANS FOR 2015-16

- Sponsoring an Indigenous Health Scholar

OUR ENABLERS

- Community
- Fundraising



BASIC EDUCATION & LITERACY

DID YOU KNOW

- In most developing countries public school is not free. The costs of books, uniforms, and teachers' salaries are borne by the students' families.
- As many as 115 million children of primary school age are not enrolled in school; and more than 226 million children do not attend secondary school.
- Illiteracy is highest amongst females. In more than 20 developing countries, illiteracy rates amongst women exceed 70%

WHAT WE HAVE DONE

- Fiji – South Taveuni school construction
- Fiji – South Taveuni – student sponsorship by members
- St Judes Primary School – Tanzania
- Australia – Garrthalala school maintenance

KEY PERSONNEL

Colin Peel
Linda Carr
Christine Heath
Mitzi Hesper
Geoff Mann
Roger Haebich
Ray Bassett

PROJECT COSTS

2014 – 2015:

\$8500

VOLUNTEER
HOURS

510

PLANS FOR 2015-16

- Continued involvement in the above projects
- Sponsoring education programs in Geelong

OUR ENABLERS

- International, Community & Youth service areas
 - Fundraising



ECONOMIC & COMMUNITY DEVELOPMENT

TIP FOR SUCCESS

- Build the capacity of entrepreneurs, leaders, organisations, and networks in the community.

KEY PERSONNEL

Linda Carr, Sandi Brown, Doug McDonald, Lloyd Gosling, Helen Hunter, Richard Oakley, Christine Heath, Mitzi Hesper, Geoff Mann, Colin Peel, Max Findlay, Geoff Hayles, Tony McManus, Jane Cox, Joanne Clark

PROJECT COSTS

2014 – 2015:

\$4750

VOLUNTEER HOURS

80

WHAT WE HAVE DONE

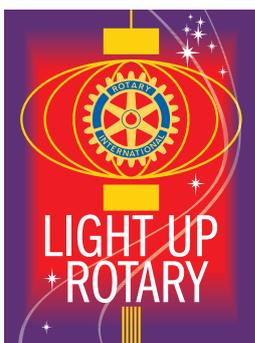
- Completed the Salvo Connect kids playground
- dal Gourmet Café and Catering Pride in Workmanship awards
- Ian Fulton Scholarship Awards
- The Compassionate Friends employer recognition awards

OUR ENABLERS

- Community and Vocational service areas
- Fundraising

PLANS FOR 2015-16

- Continued involvement in the above projects
- Disability community projects



Gary C.K. Huang

President,
Rotary
International,
2014-15

2014-15 Rotary International Theme

Rotary is an organisation that has something for everyone. All over the world, in cities and towns, for well over a century, Rotarians have come together to serve. And in the years since Rotary was founded, countless Rotarians and others have discovered the joys of Rotary service, through Rotaract, Interact, Rotary Community Corps, Youth Exchange, and many other programs.

All of us are part of the family of Rotary. And we have all gained so much from our Rotary service. We've made friends, helped our communities, and made the world a better, safer, and healthier place. We've become part of a truly international network of volunteers, and we've learned how much we can achieve when we put our differences aside and work together.

Many of the ideas and values that we cherish in Rotary are not unique to Rotary. Perhaps the reason Rotary resonates so deeply with me is that I find many traditional Chinese values reflected in Rotary: values of service and responsibility, of respect for family and for others. It is not surprising, then, that the ideas of Confucius so often guide me in my Rotary service. To me, Confucius was the original Rotarian. More than two thousand years before Paul Harris was born, he said:

To put the world in order, we must first put the nation in order; to put the nation in order, we must put the family in order; to put the family in order, we must first set our hearts right.

In Rotary, we set our hearts right by putting *Service Above Self*. And we recognise that in order to be ambitious in our service, we must first care for our own organisation and expand our family of Rotary.

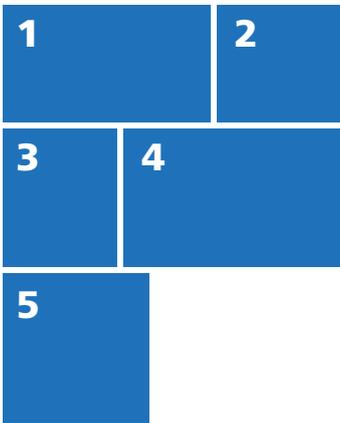
In 2014-15, I ask all of you to *Light Up Rotary* — by sharing our service, strengthening our clubs, and letting our light shine in our communities. We will also *Light Up Rotary* — and make history — by eradicating polio. Polio eradication within the next few years is absolutely realistic — if we keep up our momentum.

In 2014-15, as we strengthen our clubs and *Light Up Rotary* in more than 34,000 communities, our commitment and our service will light up the world.



The Rotary Club of Geelong Central was founded in 1990 and meets each Tuesday at 7:15am. It forms part of District 9780 in Victoria and South Australia.

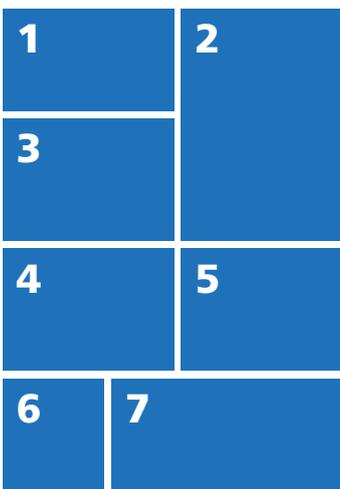
www.geelongcentral.org



Front cover images

1. Club members including Tony McManus, Roger Haebich, Joanne Clark, Ray Bassett, Mitzi Hesper and Geoff Mann at our Garrthalala school project in east Arnhem Land; 2. Our lovely German exchange student Vici enjoys the rare privilege of holding the Melbourne Cup; 3. Club Rotarians Peter Drummond and Joanne Clark participating in the extreme weather on the Ride The Bellarine bike ride to raise funds to End Polio Now; 4. Accepting the keys to the loan Isuzu ute from Graeme from Winter & Taylor Isuzu. Some club members travelled to Kiwiekurra (remote Indigenous community in WA) to assist Tim Hamilton & Karen with rebuilding the store which burnt down last year; 5. To celebrate the club's 25th birthday, and as our official "Rotary Day", members joined with Geelong High School students to create a fun "Flashmob" dance performance at the June Waterfront market. As President Joanne said, "the event gave us an opportunity to showcase the links between Geelong High School and our club – a link that we treasure and appreciate."

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1. Peter Drummond (Geelong High School's vice principal and President Joanne's partner) had a bigger than normal welcome for his induction as our newest Rotarian, getting to wear a Masai chief's robes courtesy of our guest Felix from The School of St Jude in Arusha, Tanzania; 2. Club members Geoff Mann (further away) and Phil Jacobson hard at work in our club's food van; 3. Joanne Clark and Ralph Menchise with the recently formed Geelong Mums service; 4. Club members Colin Peel and John Roth meet some of the students that club members individually sponsor at Taveuni South Primary School in Fiji, the site of our recent kindergarten and school classroom maintenance projects; 5. The Help Assistance for Local Tradies (HALT) breakkie helped strike up some good early morning conversations with local tradies at Fagg's Mtire 10, South Geelong; 6. The waterfront market is our club's biggest annual fundraiser, supporting many local and international projects; 7. Recipients of this year's DAL Pride of Workmanship awards. dal (dal.org.au) offers supported employment and training in their 2 cafes and catering services in Geelong. Our club hosts dal guests each year, and at our meeting this week presented certificates to the finalists (Sheridan, Richard and Tom, holding the large framed certificates) and this year's winner Kylie (holding her smaller winner's trophy). Pictured also is Executive Director Marie Kuchenmeister (front left), club President Joanne Clark (second from right) and dal Workplace Co-ordinator Wendy (right).



www.geelongcentral.org