



Happy New Year!

As you know Rotary promotes each month with a particular emphasis. January is **Rotary Awareness Month**. Because it takes time after the Christmas break to get back into the swing of things, often this important message of Rotary awareness doesn't get the attention it deserves.

There's a question whether that awareness of Rotary should be directed at the community or Rotarians. The answer, of course, is both. While we should promote Rotary to a wider audience, we should also ensure that Rotarians are fully aware of the scope of Rotary. As you plan your speaker program for the next six months, consider presenting talks about the many aspects of Rotary that will increase awareness with your club members. It's also a great time for clubs to ask how well they induct new members to Rotary. Do new members really understand all that Rotary does, how it works and how they can contribute? Ask how this process can be improved in your club. The Rotary Leadership Institute is a formal program conducted in the District and provides opportunities for old and new Rotarians to be informed about the work and scope of Rotary. Participants always provide great feedback so think about enrolling when it is next offered.

There are many great things going on within the world of Rotary. The community at large often knows of Rotary but not about Rotary. They often don't know what Rotary does and the breadth and depth of our contribution to society. Much of what we do is invisible to the public or goes unheralded, and much of it not attributed to Rotary. Like many of you I sometimes get agitated when there's a media report on polio eradication and Rotary is not mentioned. Media is important in raising awareness of Rotary but I feel the greatest impact is the direct contact we have with friends and work colleagues when we promote Rotary in personal terms. There is nothing better than first hand reporting from a passionate Rotarian to engage people in learning about the work of Rotary.

It is great to see our District Public Relations Committee working on a second media awareness workshop that will be held on **Saturday February 21**. I urge you to nominate at least one club representative for this workshop.

Please register now for this important learning opportunity here: <http://rotarydistrict9455.org.au/index.php?action=event&id=10593>

The upcoming District Conference **Looking Forward: 2020 Vision** is an excellent way to engage in Rotary awareness. This year we will hear from **John Hewko**, General Secretary of Rotary, PRID **Bryn Styles**, about Club Projects and the Rotary Foundation, engaging with the Rotary Pop Up Display, enjoying the Festival of Rotary Lunch, amongst many other speakers and topics.

Places are selling fast. Secure your place now:

<http://www.rotarydistrict9455.org.au/event/8563/district-9455-conference-2015>

Join Rotary's Director of Membership Development, Brian King, on **Wednesday 4 February, 2015** for the third installment of the Membership Matters! webinar series. This webinar, "Simple Steps to Innovate Your Club" will review various actions clubs can take immediately to adjust the format of their meetings, improve their presence within the community and foster camaraderie among club members. Brian will be joined by other Rotarians during the webinar to share examples of what they have done to innovate their clubs. Register to attend this webinar by going to: <https://attendee.gotowebinar.com/register/3800459002692061698>

About the Speaker:

Brian King, Director of Membership Development has been on staff with Rotary since 2001. Prior to assuming the role as Director of Membership Development, he held a number of positions within The Rotary Foundation's fund development office including the Director of International Fundraising and Director of Annual Giving and Alumni Relations. Brian is a proud member of the Rotary Club of Evanston, a Rotary Foundation benefactor and a multiple Paul Harris Fellow.

New Openings for the Innovative and Flexible Rotary Club Pilot:

One of the many ways that Rotary clubs around the world have tested new innovations within their club is with the Innovative and Flexible Rotary Club pilot. This pilot has recently been approved for expansion by the Board of Directors and allows for clubs to test variations to the normal club structure not allowed by the Standard Rotary Club Constitution. To learn more about this pilot, please visit the [Guidelines and FAQ page](#). Applications for the 2015-17 Innovative and Flexible Rotary Club pilot are due by 31 March 2015. [Click here to apply today!](#)

New Leaders for a Healthier Australia

Australian Rotary Health (ARH) inducted a new Board of Directors at their Annual General Meeting in October. They also recognized the service of hard working individuals who served before them.

New Directors to join the ARH Board are PDG's Graeme Davies (D9685), Colin Thorniley (D9455), Barbara Wheatcroft (D9500), Phil Armstrong (D9710) and Kevin Shadbolt (D9830).

Congratulations also went to PDG Jeff Crofts (D9550), elected ARH Chairman and PDG Russ O'Malley (D9600), Vice Chairman with remaining board members PDG's Laurie Barber (D9650), Greg Ross (D9800) and Peter

Williams (D9675).

Past Directors who served diligently before them were also celebrated; PDG Terry Grant (D9790), PDG's Phil Cordery (D465), John Egan (D9700), Barney Koo (D9675) and DGE Dick Wilson (D9520).

Terry Grant was also awarded the most prestigious ARH award, Life Membership. In recognition of his 3 years as Chairman and previous 4 years as a Director. PDG Terry, a member of the Rotary Club of Sunbury, Victoria, brought energy, passion and a new vision for ARH and we congratulate and thank Terry and all past Directors.

A list of our ARH Board as well as bios can be viewed on the ARH website.

Photo: Life Membership Award - ARH Chairman PDG Jeff Crofts, Past ARH Chairman and recipient PDG Terry Grant & ARH CEO Joy Gillett OAM.

The Rotary Foundation and 20th Century Fox present a special Opening Night *End Polio Now* movie, "The Second Best Exotic Marigold Hotel"

When : Thursday February 26, 2015, 7pm.

Where: Perth City, The Greater Union Theatre, Morley Galleria Shopping Centre, Walter Road Morley.

Ticket Price: \$20. [All profits to the Rotary Foundation *End Polio Now* remember, The Bill & Melinda Gates Foundation also donates \$2 to *End Polio Now* for each \$1 Rotary raises.

Register and pay ONLINE: www.rotarydistrict9455.org.au/event/10201

Use your online payment receipt as your entry ticket.

Ample free parking.

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