



ATTADALE View

V41

Nº 17

11 / 12 / 2023

President's Message

President Llew Withers

I have taken on the role as Caretaker President for the balance of this Rotary Year and the Club has accepted my nomination as your President for the Rotary Year to follow.

Most importantly, I would like to acknowledge past President Bev Moffat, who has done a wonderful job as Club President for the past 18 months and working on club & international projects over the last 7 years. Bev has done a terrific job as our leader and her contribution will be sadly missed.

Rotary in Western Australia is going through enormous change although the fundamentals of friendship through networking and social functions, service to others and undertaking small projects continue to be a central theme. I believe the fundamentals of Attadale Rotary are sound, but our greatest weakness is insufficient membership to sustain our current churn rate.

Scouting uses the "churn rate". It is the number of youth members who join and the number who leave in any given year. Scout groups are encouraged to use initiatives to retain youth members and leaders above the number who leave. We need to increase our club membership and I have provided some suggestions for the Board to consider.

In ScoutsWA, there is a downturn in youth membership. Therefore, the churn rate is high. The implementation of a new Youth Program and poorly understood digital software, COVID and a high turnover of leaders has left Groups short of adults to deliver the program fundamentals.

Fortunately, my own Scout Group, the Waylen Bay Sea Scouts has been busily recruiting leaders across the program by investing substantial resources to deliver exciting programs, support our leaders and their children by subsidizing their children's membership fees and investing in the youth activities; e.g., purchasing new sails and maintaining our fleet of power and sailboats. We have also recruited 5 youth leaders this year alone.



December: Disease Prevention



and Treatment MonthMonth

I believe Rotary is going through a similar change. We are coming out of COVID, implementing a Regionalisation restructure and heavily supporting initiatives in inclusion and diversity. I am clear that adapting to change is a good thing, but too much change too quickly leads to insecurity and confusion of our purpose.

There is much to be said about charting a course in calm seas and light winds to reach our destination safely.

I have asked the Board to look at these initiatives:

- Membership – We need to generate at least 10 new Rotarians in the next 12 – 18 months to cover our churn rate, but we also need at least 30 members to be sustainable.
- Business Operations - As I come from a Jaycees background, all Jaycee Clubs ran small projects to fund their operations and subsidize membership fees & attendance at regional, state & national conferences. It was a very successful way of doing business.
- Projects – Working on small and large projects is entirely satisfying and members get a great deal of satisfaction and personal pride by being involved. I have asked our directors to look at preparing 2 initiatives per year from each of their portfolios. Of our large projects, we also have the Rotary Golf Day at Royal Fremantle Golf Club headed up by Rod Rate and the Board is planning Music in the Air again in 2024. I encourage all Rotarians and partners to get involved in a club project, and importantly to celebrate its success following the event.
- Social Functions – are vitally important to support our fun and friendship base, but attendance at social functions alone needs to be balanced with attendance at service and projects.
- Sharing the workload – It is important that we all have fun being Rotarians and no one person does too much. For that reason, I have asked Ian Pittaway to MC all future Dinner Meetings. Ian has an excellent background in public speaking from Rostrum and has agreed to take on this task. My skills lie in other areas.

In Conclusion

I have begun my third term as Club President and fortunately, those occasions have been about 10 years apart.

There is always room for improvement, and I am continually learning new ways to do things better.

I welcome discussion on any point I have raised, and you may call at any time to discuss.

Llew Withers

President

Attadale Rotary Club

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Photo & message from PP Gail McCulloch

President Bev Moffat and her husband Charles at her last Rotary Club of Attadale meeting (**4 December**)* as President and a member.



Bev has been a very hard working, and committed member of our Club.

She took on a Board position soon after joining, and stayed on the Board serving in numerous roles.

Bev took on a second consecutive year as President and responsibilities above and beyond.

Bev is passionate about ShelterBox and has worked on many of their projects to raise awareness and increase support.

She has always been a very generous, supportive, active and involved Club member, living up to the Rotary motto, of 'Service Above Self'.

Thank you Bev, you will be sorely missed.

We wish you and Charles all the best.

***Bold, italics mine**



life events

December	January 2024
09 Della Smith-Rawlins ~ Birthday	12 Yvonne & Rod Rate ~ Wedding
11 Selwyn & Wendy Castles ~ Wedding	20 Helen Carwardine ~ Birthday
12 Neil McKay & Bev Moffat ~ Induction (2016)	26 Shelley Konig ~ Birthday
22 Evadne Spickett* ~ Birthday	26 Trish Sharp* ~ Birthday
24 Jeff Spicket ~ Birthday	31 Jacquie Pittaway* ~ Birthday
29 Kerry Parsons ~ Birthday	* Spouse / Honorary member





Ripples of change generate a wave of hope

By Katie Rocco, past president of the Rotary Club of Alpharetta, Georgia, USA

I began my year as club president in 2022-23 with a few goals firmly in mind. Emerging from the shadow of the pandemic, I wanted to focus on the mental health crisis which has become a major topic nationally. I believed that one way to make a difference was to create a sense of belonging within our club, which I felt would produce a ripple effect throughout our community.

Well, we were successful beyond my wildest imagination. Not only did we complete more than 60 service projects together that built up our community and raised our profile, but we grew as a Rotary family. Several members approached me to say how they had “pulled out of their funk.” We have added more than 40 members, now approaching a total of 180, and regularly have around 120 in attendance each week as members look forward to spending time together.

I am amazed by the level of engagement I saw in our members this year. Our accomplishments (which you can see pictures of on our [Facebook](#) page), included:

- Hosting our first-ever Human Trafficking Summit to build awareness in the community. We partnered with Delta Air Lines and invited state government officials to speak. Our Interact students created an anti-human trafficking game, which Delta is interested in putting on their planes.
- completing more than 60 service projects throughout the community,
- completing 312 daily bread deliveries to a local charity,
- delivering meals to senior on 72 different days,
- serving 27 different charities,
- raising nearly \$300,000 for local charities,
- launching two Interact clubs and sending three students to Rotary Youth Leadership Awards camp. We also hosted a Rotary Youth Exchange student.
- starting a concert series, paid for by sponsors, which built publicity for our club and proceeds for the charities we support,
- celebrating our club’s 40th anniversary with a social event that was the highlight of the year, and
- holding monthly happy hours, fellowship events, and a monthly new member social.

I believe when we, as leaders, step forward with a clear plan and are supported by our members, we can send ripples of change through our communities that, in the words of this year’s presidential theme, [Create Hope in the World](#). I watched it happen in my community this year and I am grateful to have been a part. ❖

SUMMER RECESS AND 2024 MEETING DETAILS

Final meeting for 2023 Monday, December 11
Welcome Back Barbecue Monday, January 15
Australia Day Sundowner Friday, January 26

The Rotary Club of Attadale meeting will resume on Monday, 12 February 2024

6:00 for a 6:30PM start, at the Royal Fremantle Golf Club.
Meeting and meal: \$32 Meeting without meal: \$10

If you would like to:

- visit our meeting, please contact our [Attendance Officer](#) no later than 9AM on the morning of the meeting
- speak to our Club, please contact our [Programme Chair](#)
- join the Rotary Club of Attadale, please fill in the [Contact Form](#). You will be invited to one of our meetings to meet our members and see how our club operates. You will be made very welcome.

Contact Us:

- [Email](#)
- [Website](#)
- [Facebook](#)

PORTCARE

If anyone has recycled clothing at home to go to PortCare, I can arrange to come and pick up clothing and take it. I have taken two boot loads so far this year in addition to other clothing dropped by Rotarians.

Send me a message on mellview@bigpond.com with your contact details and I will arrange a collection.

~ Llew Withers

BUY YOUR ENTERTAINMENT BOOK NOW

SUPPORT ROTARY CLUB OF ATTADALE

\$14.00 from each book purchased goes to our Club Use this link to find out more <https://www.entertainmentbook.com.au/orderbooks/8788p4>

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- Unlock over \$20,000 of potential savings with an Entertainment Membership.
- Redeem at over 15,000 locations across Australia & New Zealand. New offers added daily.

Entertainment fundraisers retain
20% of every Membership they sell

Please nominate yourself for between 8:30 & 12:30 on Sunday, 17 December	17/12/23
	Heathcote Lowlands 08:30—12:30
Mal Bennett	
Betty Bright	YES
Jim Calcei	
Helen Carwardine	
Selwyn Castles	
Mick Donnes	
Martin Houchin	YES
Shelley Konig	
George Lewkowski	
Pete Locher-Davis	
Sheri Locher-Davis	
Winston Marsh	
Carole Maxwell	
Colin McCulloch	YES
Gail McCulloch	YES
Neil McKay	
Bev Moffat	
Charles Moffat	
Abby Parsons	
Kerry Parsons	
Ian Pittaway	
Rod Rate	
Kerry Scott	
John Sharp	
Joyce Smith	YES
Della Smith-Rawlins	
Jeff Spickett	
Llew Withers	
Volunteers available	5
Volunteers needed	4



Merry Christmas

& a Happy new Year!

May the
Christmas Season
bring only happiness
&
joy to you
and your family.

Rotary
Club of Attadale



CREATE HOPE
in the **WORLD**