



the ATTADALE view

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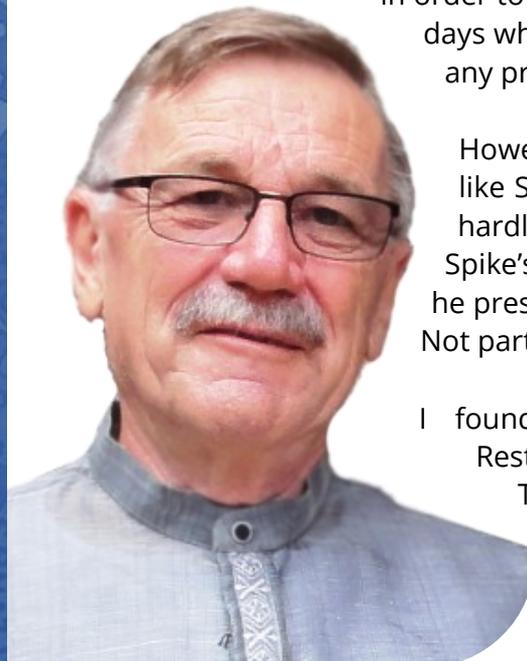
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LINKS

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PRESIDENT'S MESSAGE

Our Monday night guest speaker was a little different. If you pardon the pun memories came flooding back to me. Like, as a very young boy, knowing I could breathe under water, filled the kitchen sink with water, standing on a stool to get the height and stuck my head under water. Well, no one actually explained you had to hold your breath, which meant I ended up with lungs full of water and a great fear of water until I was about 11 years young when I took myself off to the local public bath (yes, we are in Burnley) and taught myself how to swim. My fear was so bad that each week when we had school swimming lessons I wrote notes from mum saying I had a cold or whatever and certainly could not be in the water. On arriving home, I would hang my towel and bathers out to dry on the washing line. Mum never knew until years later that they were never wet in the first place. I did progress to an aqualung years later as a friend of mine had the gear and I used to borrow it in order to clean the pool at Ardross. Those were the days when anyone could have a tank filled without any proof of competence.



However, I am pleased to say that very much like Spike, I survived and live to tell the tale but hardly worth a book. I have started to read Spike's and it comes across exactly like the way he presented to us on Monday. Am I riveted to it? Not particularly but it's a good yarn.

I found my first club meeting at Limones Restaurant acceptable. It will never be a Tompkins on Swan, but let's get over that

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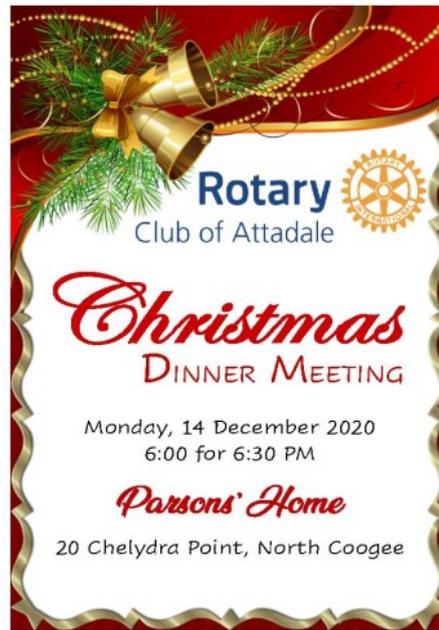
and move on and ask the question "is it acceptable". My answer is "yes in the short term until another venue jumps out of the woodwork at us. Being the ever cautious driver (not too many accidents in my driving life, discounting motorbikes, that is), I cannot make myself turn left at the bottom of Canning Highway into Point Walter Road. I have this image of semi trailer hurtling down the hill at 150kph into my rear. So ever cautious I took the Preston Point Road scenic route.

Having seen from a distance the planning being put into the Christmas function for this coming Monday night, I have the feeling that our Christmas Dinner Meeting will be one of the highlights of the year and highly recommend you all make a huge effort to attend. Now my challenge to Abby (if she has time) is to fit in one of Jose Mari Chan's Christmas songs. When in the Philippines it never seemed like Christmas until after 1 September (the official start of Christmas) when one of his songs was played on the radio. Apart from that you never heard of him. Well I suppose that only left 8 months.

That's all folks, apart from the breaking news and a big thank you to PP Ian for obtaining a \$1,500 charitable grant from Realestate.com. Well done, Ian.

Look forward to seeing you all next Monday.

Neil



The Christmas Dinner Meeting promises to be an absolutely excellent night and these details are provided for clarity.

If you have any queries please call Colin on 0423 255 940.

Cost: The cost is \$40 for members and \$50 for guests. This may be paid in cash to Carole on the evening or preferably paid by electronic transfer before the night to BSB 066 121 Account 00906607 with your

surname as the reference.

Late Apologies: Can be made to Carole at carole.maxwell46@gmail.com or on 0406 003 017.

Times: You are invited to arrive at **6.00pm** for canapes and drinks. We know that you are all extremely punctual but please do not arrive too early as there is a lot of setting up to be done and we would like to be fully ready before guests arrive.

Parking: There is plenty of on-street parking and it is not a busy road.

Special Parking: If you need to avoid stairs altogether there will be limited parking in the basement car park where you will have direct access to the lift that will take you to the ground floor.

Welcome: You will be welcomed at the front door and directed to the deck. Please take care with the front door as it can be a very strong sea breeze at North Coogee and it can slam the door on you. We will be enjoying drinks and canapes on the deck on the ground floor before being called to the top floor at 6.30 to begin the meeting.

Dress: This will be a special night and we would like you to dress "up" a bit to make it more special. Normal meeting dress code will apply and if you can add something "Christmassy" that would be great.

Drinks: Red and white wine, cool drinks, still and sparkling water will be provided. You should bring your own beer and specialty drinks.

Badges: Carole will have the name badges there for you.

Money: If you are paying cash on the night bring that. Everyone should bring lots of change for the special raffle and also the Happy Dollars.

Staying Out Late: The formal part of the meeting will conclude around 8.45 / 9.00pm and guests may choose to depart then or stay for some dancing and karaoke with Abby. This should be a lot of fun!

Driving There: Turn west off Cockburn Road onto Pantheon Avenue then turn right into Medina Parade then left into Caledonia Loop and left again into Chelydra (*see page 10 for map*)

ANNOUNCEMENTS & ACKNOWLEDGEMENTS



Hi Colin and Fellow Attadale Club Members,

Once again a "big thank you" from Applecross Rotary for your assistance at the Jacaranda Festival. It was a huge help on the day.

I hope you can do it again next year.

AxR have made a \$1000 donation to your Club Charity Account.

Regards,
Chris Whelan

Good morning Chris,

WOW!!! Thank you very much for the generous donation and please convey our grateful thanks to your Club.

Having responsibility for one entrance all day suits us and we are happy to take this on each year.

Congratulations to RCAx on another successful Jacaranda Festival (and coping with COVID 19).

It is a wonderful day for the community and certainly raises the profile of Rotary. We are delighted to be a part of it.

Our Treasurer will send you a receipt in due course.

Regards,
Colin McCulloch

THANK YOU

Huge thanks to Ian and Jacquie Pittaway for the delish brownies - they're simply the best, AND, great news for RC Attadale:

"As most of you know I have worked in real estate for quite a few years and have spent some of my most enjoyable time at David Thorn and Associates where I am now a volunteer mentor to some of the sales team. Something I really enjoy and love doing with the great people there.

Anyway, most of you will have heard of Realestate.com who are the most successful internet advertising company for real estate in Australia.

A couple of months ago, they sent an email to local real estate offices asking if they knew of any local charity groups that are in hardship at present and could use some support.

Well, with my lovely young principal Lisa Clifton, we put together a piece about how much covid-19 had restricted Attadale Rotary Club's fundraising (e.g. cancelling the concert) and made it difficult to support local groups.

Today, the lovely Lisa received an email from Realestate.com to say Attadale Rotary Club through David Thorn and Associates has been granted \$1,500 + GST.



Absolutely over the moon! Can't take the smile off my face. See most of you on Monday.

Regards, Ian"



RC Attadale thanks and recognises the **Fremantle Camera Club, Inc.** for their generous donation of an Epson projector

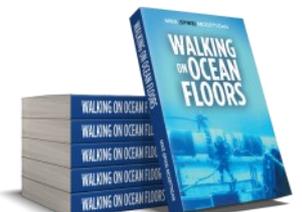


GET SCRUBBED

30 November guest speaker Viana Beresford from Get Scrubbed mentioned that they are very happy to receive donations of material to help or, if there are any sewing enthusiasts that would be interested in volunteering, to contact them at info@getscrubbedwa.com.au

WALKING ON OCEAN FLOORS

for those who missed our 7 December guest speaker, Mike "Spike" McGettigan, his website is <https://www.walkingonoceanfloors.com/>





Guest speaker Mike "Spike" McGettigan



Winston won the raffle, but the Joker eluded him



The winning ticket for the door prize - picked by visiting Rotarian Majid Behzadnia - was Anne's, but she re-donated the prize and another ticket was redrawn, this time won by Shelley

A delightful afternoon tea with some of the ladies... more to be scheduled with a different group



December 2020 –DISEASE PREVENTION & TREATMENT MONTH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 WORLD AIDS DAY	2	3	4	5
6	7 Dinner Meeting 6:00 for 6:30PM at LIMONES Speaker: Mike McGettigan Chair: John Sharp Host: Ian Pittaway	8 Board Meeting 7:00PM at the McCulloch's	9	10	11 ANNIVERSARY Wendy & Selwyn Castles	12 INDUCTIONS ▫ James Doogue ▫ Giovanna McKay ▫ Neil McKay ▫ Bev Moffat
13	14 Christmas Dinner Meeting, 6:00 for 6:30PM at the Parsons' BIRTHDAYS Tom Slater	15 ANNIVERSARY Dellys & Bob Rodgers BIRTHDAYS Don Rodger	16	17	18	19 BIRTHDAY Colin Taylor
20 ANNIVERSARY Heather & Keith McNaught	21	22 BIRTHDAYS ▫ Louise Soale ▫ Evadne Spickett ▫ Sonya Matheson	23	24 BIRTHDAY Jeff Spickett 	25 	26
27 BIRTHDAY Giovanna McKay	28	29 BIRTHDAY Kerry Parsons	30	31 		

Merry Christmas from the Rotary Club of Attadale



It is with great pleasure to announce to all Rotarians in District 9465 that the 2021 District Conference, which will be held in conjunction with District 9455 has been locked in for March 5th to 7th and will be held at OPTUS STADIUM.

With the difficulties we have all faced in 2020, this Joint District Conference is a massive opportunity to celebrate not just the past 100 years of Rotary, but the many years ahead.

More information and the release of early bird tickets are available at:

<https://www.rotarywa.org/joint-district-conference>

Whilst we have an amazing Conference Program being developed and some truly inspirational speakers lined up - we need your support to make this event a big success. Get your tickets early and make sure you pass this opportunity on to friends and family (this year's Conference has been designed to appeal to all).

The opportunity to celebrate 100 years of Rotary in Australia in 'the world's most beautiful stadium' and enjoying the unique experiences the Stadium has to offer, is definitely an opportunity not to be missed. Make sure you get your tickets asap at the Early Bird rate.

I look forward to seeing you all there.

Regards
Colin Burns
District Governor

Joint-District Conference (Districts 9455 & 9465)

Fri 5th Mar 2021, 7:00 pm - Sun 7th Mar 2021, 12:35 pm AWST

1 **Select Tickets** — 2 Details — 3 Payment

Choose your tickets

Full Conference Tickets (March 5-7)	\$275	0	↕
Full Conference Tickets (March 5-7) EARLY BIRD SPECIAL to 24th December	\$250	0	↕
Friday night Welcome Reception - Cocktail event (extra ticket)	\$50	0	↕
Saturday night Gala Dinner Only (extra tickets)	\$80	0	↕

Additional Donation

Additional donation to charitable partners

Given the recent social impact of COVID-19, this year's conference will support Charity Partners operating in the areas of mental health, homelessness and the Rotary Foundation. If you would like to make a donation please do ...

Amount: \$ 0 ↕

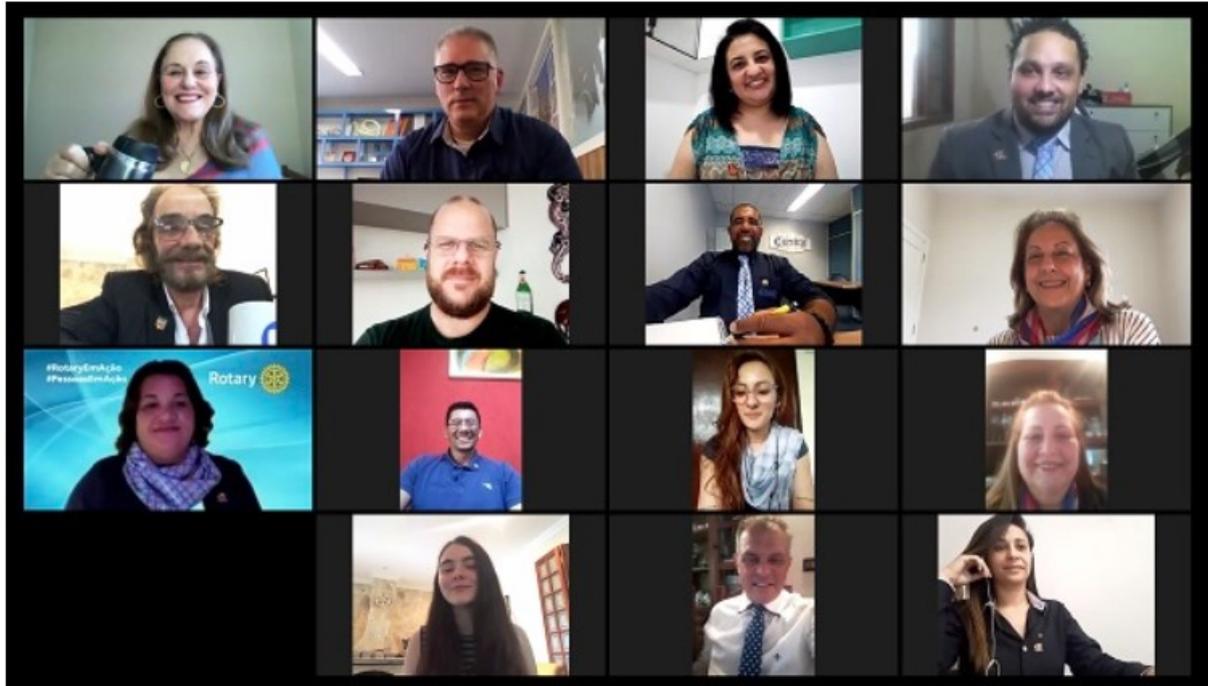
Read more ▾



Your order

Subtotal	AUD \$0.00
Total	AUD \$0.00

[Click here to choose your tickets](#)



Looking ahead to 2021 — important year-end updates

This year has been a challenging one, and 2021 brings hopes for better times and new opportunities. In-person meeting possibilities remain limited in many places, but now is the perfect time to visit and connect with other clubs around the world through online meetings and virtual events. The newly improved [Club Finder tool](#) can help with this. Don't forget to update your [club meeting information](#) (time, place, meeting language, and whether your club meets in person, online, or both) so fellow Rotarians and clubs can easily find you.

Every January, we see a significant increase in inquiries about [joining Rotary](#). District and club leaders, these future members are waiting to hear back from you. Remember to [follow up](#) with these prospective members and ensure that their experience with Rotary is a positive one. Consider generational or other cultural communication preferences when contacting them. Some prospective members may prefer phone calls, while others might be more likely to reply to a text message.

Whether it's by building new relationships or helping expand Rotary's reach, a new year is the ideal time to set new goals and work toward achieving them.

'MEMBERSHIP AND PUBLIC RELATIONS - WHAT'S THE DIFFERENCE?'

Article four by PDG C. Ross Carlyle, [D9830](#). Articles one, two and three appeared in this Newsletter in the August, September and October 2020 editions



Several years back (2016-17) Rotary International changed the look of the Model Club. Instead of structuring clubs along the Avenues of Service model with a Club Director for each Avenue of Service, the Model Club now structures strategically, and clubs are being asked to align with Rotary International's strategic goals and objectives.

Under the new model a standard club looks like this:

- President
- Secretary (Club Administration)
- Director - Membership
- Director - Service Projects
- Director - The Rotary Foundation
- Director - Public Relations (generally the club's Executive Secretary)

Larger and/or very active clubs may choose to enhance this model through the addition of others on club boards and/or management committees - President Elect, Past President, Vice President, Treasurer, specific Avenues of Service Directors and/or Chairs of Committees. Details regarding club models are available in the following Rotary Publications via My Rotary:

- Lead Your Club - President
- Lead Your District - Assistant Governor

The take-away message from this change is that Rotary International is asking clubs to focus on four priority areas:

- Membership
- Service Projects
- The Rotary Foundation
- Public Relations

Membership and Public Relations each have their own discrete focus and should not be treated as one and the same within clubs and districts. Let's look at how they differ.

Membership deals with strategies and action plans - It's the process of gaining and retaining members.

- building actions plans for membership development and enhancement
- measuring performance
- developing and nurturing the club culture

Public Relations deals with attitudes, behaviours, branding, marketing, and how we appear to others - It's dealing with perceptions of our organization and the value people associate with it.

- managing the overall communication effort - print, TV, radio, social media etc.
- all communications to Rotary International standards - consistency in branding and presentation
- interpreting and managing perceptions relating to the type and style of causes and events club(s) take on - putting a positive spin on all things related to Rotary
- interpreting and managing the tone of communications, behaviours and events, and the impact such may have on the perception of Rotarians and our brand within the wider community
- getting good news stories into the public domain and onto My Rotary

In Membership and Public Relations, we have two quite distinct and interrelated roles. Both are important. Each one focuses on a specific strategic priority as set out by Rotary International, one being **membership growth and retention** and the other **brand recognition and awareness**. Also, it is a given that overlap may occur. A Membership campaign, for example, may rely on Public Image support for effective and correct branding of communication material. Both roles have an important place in clubs and districts as we seek to grow our membership and advance the good news stories involving Rotary.

HOSTING ROSTER

DUTIES OF HOST

SEPTEMBER

- 07 Mick Donnes
- 14 Martin Houchin
- 21 Greg James
- 28 **Public holiday - no meeting**

OCTOBER

- 05 Shelley Konig
- 12 Gail McCulloch
- 19 Winston Marsh
- 26 George Lewkowski

NOVEMBER

- 02 Giovanna McKay
- 09 Keith McNaught
- 16 Bev Moffat
- 23 Abby Parsons
- 30 Kerry Parsons

DECEMBER

- 07 Ian Pittaway
- 14 Rod Rate (**Christmas Meeting**)

- Welcome each Rotarian and Guest to the meeting
- Advise President of arrival of Speaker and special guests
- Issue badges and indicate location of Attendance Officer
- At conclusion of meeting, collect members' badges for the box
- Ensure all guest badges have been collected

MOST IMPORTANT

If you are unable to be Host on the night allocated, it is your responsibility to provide a replacement

SPEAKER CHAIR DUTIES

Guest Speaker Chair shall:

- Read the Bulletin in advance and then contact Program Officer for CV of speaker
- Arrive at Dinner Meeting venue at least 30 minutes before starting time
- Greet the Speaker at entrance
- Introduce the Speaker to President and at least four Rotarians
- Assist Speaker to setup his/her audio/visual and any other aids
- Show Speaker the Menu; order and pay for Speaker's meal (to be reimbursed by Attendance Officer); and show Speaker where to sit down for dinner on President's table and where to speak
- Advise Speaker to speak for 20 minutes including questions
- Introduce Speaker by name and topic when requested by Sergeant or President
- Formally introduce Speaker by written CV addressing name, vocation, qualifications, family (if appropriate), interests and lastly topic
- Chair the speaker session allowing one question per Rotarian or Guest
- Terminate session with presentation of gift (from Secretary)
- Escort Speaker to door after meeting

Rotarians asking Questions

Upon recognition by the Speaker Chair, Rotarians:

- should stand and introduce themselves
- may ask one question and refrain from prefacing question with a statement

The Speaker shall be afforded all courtesies of a guest

Turn west off Cockburn Road onto Pantheon Avenue then turn right into Medina Parade then left into Caledonia Loop and left again into Chelydra.

