



STRATHFIELD ROTARY BULLETIN

DISTRICT 9675

THE SPOKE

2 November 2016

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Rotary, United Nations and Australian Themes

Month of November	Rotary	Rotary Foundation Month
Days of November	United Nations Australia	International Day to End Impunity for Crimes Against Journalists 2 November World Tsunami Awareness Day 5 November

President Steve's Snippets

Hi everyone

I somehow think we are all glad this last weekend is now past. For me, and thankfully enough other members and friends and family,, it was Saturday and Sunday morning at Sydney Motorsport Park at Eastern Creek. For others it was Strathfield with Peter Smith and others just putting in a great effort at graffiti removal.

Whatever you were involved in, sincere thanks are due to those members who organized these events, Peter Smith of course and the inimitable Grahame True. On the subject of Eastern Creek , I would hardly call this an onerous task. While the task at hand is indeed selling programs, which we all did very well, one gets to see an amazing range of great cars, from Ford Mustangs, Chevy Camaros, Ford Escorts and Sierras to Holden Toranas and Commodores, all in great condition, with the cacophony of sounds almost earth shattering, and with, interestingly, drivers somewhat older than the cars themselves

I don't know how much we made as this was written but I would say over \$600, and maybe a \$1,000, A great way to make money for our projects. Thanks Grahame and Alex Fairweather for allowing Rotarians to be involved in this project.

Dianna Hall, last weeks speaker was very well received, and I do apologise for having to cut short the interesting and relevant questions. It was , however, nearly 8.20pm and it was time to finish.



Rotary

Club of Strathfield



Diana spoke very well about the importance of maintaining brand awareness, brand value and brand relevance. Her comments were particularly relevant to Rotary in my view, as I consider our Rotary beurocracy is not doing enough to promote the brand and activities of Rotary and The Rotary Foundation, but that's a story for another day.

Now before finishing my comments, I really need your help please . The **Stroller Derby Committee, SDC**, is now in the most important stage of obtaining sponsorships and prizes for the event. If any member has any contacts in the cruise, hotel or travel industries, could you please let me know so that I can send them some information on this unique event. Similarly, if you know of any companies involved in marketing to children, young families, and to the total family unit, again please let me know, as we can offer them excellent exposure and contact with their target groups. The committee is very hopeful of attracting some sponsors **this month** so that we might include the sponsors in our event advertising.

Your help would be greatly appreciated

Finally, we have our last big event of the calendar year in three short weekshe Pride of Workmanship awards. Project leader Usha Garg has quite a few nominations in, but the closing date is now fast approaching so please get your entries in soon.

Have a great week everyone and please find some sponsors and prizes for our stroller derby

STOP PRESS

I was advised by Grahame True this morning that we raised just over \$1,200 on Saturday and Sunday selling programs, which was down a bit on last year, due to a smaller crowd this year, likely because of changing the date. However, as we were given \$2,000 last year, Grahame's daughter Alex suggested we should still receive a minimum of \$2,000, and they agreed.

So thank you Grahame, a very big thank you to Alex, who I will send a big bunch of flowers to, and thanks to all Rotarians, wives, family and friends who attended. A great result.

President Steve

Last Week's Guest Speaker

Diana Hall , Castrol

A brand is a promise, a great brand is a promise delivered.

Tonight we were treated to a fascinating talk by Castrol's Marketing Director, Diana Hall. Diana started proceedings by enunciating her personal standards of integrity, passion and excellence. She clearly carries this philosophy into her work life, twenty two years of which has been spent with Castrol in China, England and Australia.

We learnt that Castrol, a contraction of Castor Oil, first came to prominence in WW2 when their breakthrough non-freezing oils allowed the RAF to fly higher than the Luftwaffe. In Australia, Castrol today ships the equivalent of 45 Olympic swimming pools of lubricating oils. Surprisingly, the majority of this goes to industry, rather than the general automotive market.

Diana explained how they have managed to differentiate the Castrol brand in a product category that, in Australia at least, has very low consumer 'buy-in'. But Castrol has achieved this, aided by its previous advertising campaign of "Oils ain't Oils", to today's slogan of "It's more than just oil, it's liquid engineering". Diana explained their rationale of their existing advertising campaign that uses cricketer Adam Gilchrist as its spokesperson. Rather than being an arbitrary choice, Diana elaborated on the numerous parallels between Adam's acknowledged attributes and his cricketing style that aligned with the ideals of Castrol.

Sponsorship also played a large part in getting the Castrol message out there using the corporate opportunities of rugby sponsorship, to the high-profile advertising in motorsport, specifically the V8 Supercar series. In an era of rapidly changing allegiances, it was interesting to hear that Castrol aims, and achieves, long term partnerships with the car racing teams it sponsors.

At the end of the presentation, but prior to what turned out to be many questions from members, Diana challenged us to contemplate what the Rotary Brand means, and all that that entails; reminding us again that "a brand is a promise, a great brand is a promise delivered.

Bradley Ayres

This Week's Speaker

Governor, Paul Reid, Rotary Foundation Representative
Past The Rotary Foundation

Rotary Celebrities and Projects

Jimmy Carter, 39th President of the United States, was a 1994 recipient of the Rotary World Peace and Understanding Award. In 1995 the Americus Rotary Club of Georgia inducted him as an honorary member.

November on the Rotary calendar is the Rotary Foundation month when we celebrate the wonderful work of the Rotary Foundation. The first contribution was \$26.50 from the Rotary Club of Kansas City in 1918. It is staggering to imagine that from those humble beginnings, the Rotary Foundation is now

receiving more than \$85 million each year for educational and humanitarian work around the world.

The number one per capita club in Australia in 2015-16 was the Queensland club of Archerfield in D9630 at US \$13,264.13. This club has 17 members and is also the number 2 per capita club in the world.

David Croft

Dates for the Calendar



<i>Rotary Events</i>	
Wednesday 2 November	The Rotary Foundation, Past Governor Paul Reid
Wednesday 9 November	Rotary sponsored education program on obesity, diabetes Rotarian Dr. Prabhat Sinha
Wednesday 16 November	Member vocational talk
Friday 18 November	District 9675 AGM
Wednesday 23 November	Pride of Workmanship Awards, Partners Night

<i>Birthdays</i>	
1 November	Nazih Touma
2 November	Sharon Saad
3 November	Geoffrey Isouard
9 November	David Croft
<i>Rotary Anniversary</i>	
1 November	George Halworth, Richard Horwood, Janelle Wason
5 November	Arie Pappas
8 November	Ian Johnson
<i>Anniversary</i>	
8 November	Ray and Anne Wilson

Your Committee 2016-2017

President	Stephen Taylor	Secretary	Peter van der Sleen
President Elect	Rick Vosila	Sergeant	Grahame True
Immediate Past President	Allan Petersen	Treasurer	Rod McDougall
Youth Director	Arie Pappas	Community Director	Andrew Aravanis
International Director	Rick Vosila	Vocational Director	Gulian Vaccari
Club Services Director	Bradley Ayres		

Bulletin Editor	Andrew Kowalski	Web master	Raymond McCluskie
Bulletin Printer	Selectprint	Apologies	Gulian Vaccari

The Statistics

Attendance last week	23
Leave of absence	5
Apologies	4
No apology	6
Club membership	38
Partners	1
Guests	9
Members Rotary activities hours	tbc

<i>Funds raised last week</i>	
Raffle	\$245.00
Sergeant 'Heads and tails'	\$69.85
	\$25.50

Member Note



Meriden Interact Leaders 2017

Roger Vince, Arie Pappas



Likely bunch!! Not a speck of paint on any of them. Just showed for the photo op.
 The school kids did all the work
 Sorry... I was busy "coordinating"...

Gulian Vaccari
 Rick Vosila



Rotarians and Community Members, Graffiti Day