



Rotary Club of Balwyn

NEWSLETTER



The Rotary Club of Balwyn (RCB) is second to none amongst Australian Rotary Clubs, when it comes to Fund Raising. However when it comes to Public Recognition (PR) it is well down the performance list.

WE need to do something to improve our PR

Social Media, in particular Facebook offers us a Free opportunity to do this. Seven out Ten Australians currently use Facebook and I think the same would apply to the 160 (approximately) recipients of this Newsletter. To make better use of Facebook we need to do two things.

1, Provide interesting content. With RCB being the Host Club for the District Conference 2018 this offers good opportunity.

2. To regularly *engage* (as measured by Google) with the posts put out by RCB. To do this we need to ensure that you are

a). *Following* Us and

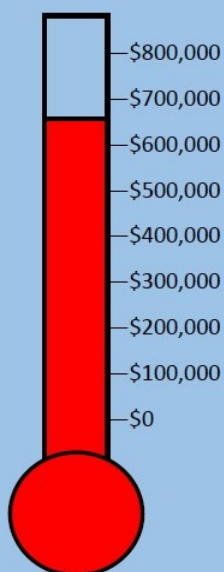
b) You engage by *liking* every RCB post in your notifications. You could also help by *commenting* and *sharing*.

Please direct any questions/comments/suggestions to

David Rhodes. DavidGRhodes@outlook.com

Sunday Market Funds Awarded to Grants

2016-2017



Meeting Report

23rd May

Our guest speaker at last Tuesday's meeting was the Mayor of Boroondara, Phillip Healey. Phillip had been a guest at the previous week's Four-Way Test Public Speaking Competition and this was an opportunity for him to update the club on developments within Boroondara.

Boroondara has been very proactive with the survey it undertook of its ratepayers. This is part of their consultative process and is used as the major input into the community planning undertaken by the council. It is one of the largest surveys of its kind in Australia.

Phillip also spoke about the strong relationship between the Council and Rotary and the value of the Community Grants program.

DATES for your DIARY

1. Rotary Foundation Centenary Dinner at Docklands on **May 31st** - \$165 per person Jim Cary is organising the club's involvement in this event and he advises that we have 16 starters coming along to what should be an amazing night of food and entertainment. If you currently donate to the Rotary Foundation, this is a gentle reminder to do so before June 30. If you don't, then please consider the Foundation as it is one of those rare beast where nearly all of the monies raised go to charitable causes
2. My Rotary – when was the last time you looked at this site?
There is a training workshop in “My Rotary” at Swinburne on Saturday the 3rd June if anyone is interested. Please see me for details.
3. District Changeover lunch when our own Peter Frueh becomes District Governor, is on Sunday June 25th at the RACV club. The club should show its support for Peter and Anne and be there in numbers. Vice-President Jim Cary and Club Service Director Stan Gawel will be co-ordinating table bookings, so please see them to book a ticket for what is an enjoyable function. Cost is \$79 for drinks, two course lunch and entertainment.
4. Club Changeover night is on Tuesday **27th June**. Cost is most likely to be \$60 per person, but we are still waiting to confirm this

Reports

One of this year's Grants was \$25,000 to FareShare to start a pilot program of delivering Fruit Boxes to disadvantaged families. You can read all about it

<http://www.fareshare.net.au/fareshare-delivers-weekly-box-of-fresh-food-for-struggling-families/>



Birthdays

George Skandalellis 27th May

Michael Curry 31st May

Henry Brockman 4th June

Gayle Vermont 13th June

George Vallence 13th June

Chris De Fraga 19th June

Phil West 28th June

Clive Whittington 10th July



RD.9 -was supposed to be easier because there were only 8 games.

It certainly didn't work out that way as our best Tipstars could only manage 6 correct Well tipped Jenny Walsh, Jim Hopper and Ian Davidson. Hugh Trumble still leads with 52 tips - jackpot is \$50
The Demon



Meeting Attendance

Members

Partners

Guests

Visiting Rotarians

Potential New

Students & Parents

Total

Australian Rotary Health



The club has also been awarded a certificate of appreciation from Australian Rotary Health. During the 2106-17 year, Balwyn has made two donations – one is part of the \$100 that we donate each week on behalf of the guest speaker – the other was the donation to their mental health

initiative called “Lift the Lid”. PDG **Greg Ross** mentioned this campaign when he was guest speaker at the start of May and he also hoped that Balwyn’s generosity would continue with such a worthy cause.

Camberwell Sunday Market Sunday 21st May

The A Team comprising **Grantham Beeston, David Hobson, Bob Batrouney and Mike Rodgers-Wilson** contributed to a grand team effort to raise \$3400.

Weather was fine; market was crowded.

Ken McQualter OIC.

Award Significant Achievement (SAA)

On Tuesday 16th May, District Governor Neville John presented a Rotary International Significant Achievement Award to Balwyn President Kevin Walsh.

This is awarded to only one club within a district and the nominated project must satisfy Rotary International’s criteria.

The project nominated by Balwyn was our Camberwell Sunday Market.

The Significant Achievement Award

recognizes club projects that have done the following:

- Addressed a significant problem or need in the local community (international service projects, no matter how worthy, are not eligible for this award)



- Involved most or all of the club’s members in personal rather than monetary service
- Been commensurate with the size of the club and its available resources
- Enhanced the image of Rotary in the community
- Been able to be emulated by other Rotary clubs
- Been active during the Rotary year for which the award is being given (though it need not have been initiated, and may have been completed, in the current Rotary year)

The following is Balwyn’s submission for the SAA

The Rotary Club of Balwyn has run a project now known as the **Camberwell Sunday Market** since August 1976. This market has just celebrated its 40th year of operation and has raised an estimated A\$15 million from the 2,000+ markets held over that timespan. This fund-raising achievement has meant that our club has been able to support an extensive range of community projects within Australia and also international projects arising from natural disasters.

Balwyn and Camberwell are neighbouring suburbs in Melbourne, Australia and the **RC Camberwell** was our parent club when the **RC Balwyn** was chartered on the 7th September 1972. Balwyn had only been in operation for just over three years when they

investigated setting up a market and in the early years this was the club's major activity. These days most of our members are engaged for a minimum of four seven-hour shifts per annum. For the last twenty years Balwyn has engaged other clubs to assist in the operation of the market. The clubs which also assist on a

weekly basis are **RC Camberwell, RC Canterbury, RC Yarra Bend and the Rotaract club at Swinburne**. The funds which each club receives for this assistance have been used for philanthropic causes and has obviously help their viability. This sharing of activity is a wonderful example of Rotary clubs co-operating for the good of all.

The market is quite unique in its own right - on establishment it was constrained to the sale of

second-hand goods. So it is fair to say that this commerce around second-hand merchandise is a form of re-cycling as these goods are not being sent to land-fill.

The market is located in a local council car-park adjacent to the Camberwell shopping centre. The club has a Market agreement with the Local Government Authority (Council) that thirty percent of takings from the market are directed towards the **Council's Community Grants Program**. During the last year, over A\$300,000 was given to this program making it one of the most effective Community Grants schemes in Australia - so it has benefits flowing to all parties involved - the community and the Council.

Finally the market is an icon in the city and suburban life of Melbourne. Our Rotary signage is highly visible and there is a strong connection with Rotarians always being accessible. Last year's figures showed that approximately 250,000 people visited the market during the year and the gross takings exceeded A\$1,000,000. It seems to have a magnetic effect on all visitors and the Sunday morning ambience generated by an eclectic mix of browsers, people having coffee, kids and dogs makes it a photographer's dream. The sense of community which it achieves is quite amazing.

The Rotary Club of Balwyn is very proud of our efforts with the establishment and operation of our Sunday Market.

It is submitted as another great example of Rotary "Doing Good in the World"

NEXT WEEK

On Tuesday May 30th, there is no guest speaker. However, we are promised an entertaining evening with presentations by various club members.

Gavin Wayland will be our chair for the evening.

Have a good week in Rotary

Kevin Walsh

25th May 2017



Boroondara Councillor Phillip Healey, Mayor, addressed the meeting on the subject of development in Boroondara,

opening with a reflection on the closeness of the relationship between the Council and the Club, not only because of the Community Strengthening Grants—funded from the proceeds of the Sunday Market—but also because of our valuable programs such as the Boroondara Literary Awards. He acknowledged the debt of gratitude the Council owes to our Club.

The Council offer a range of Community Strengthening Grants to help in the implementation of projects, running events or the provision of services to the City. In addition, Triennial Operational Grants fund activities that respond to the social, cultural, recreational and environmental needs of the Boroondara residents.

The City of Boroondara recently completed one of its largest community consultation programs designed to guide future services.

Seven themes emerged;

- Parks and green spaces;
- Residential development
- Services and facilities
- Environment
- Getting around—driving, cycling & transport;
- Community and specifically the increasing sense of isolation;
- Local shops and businesses.

The consultation findings will drive a 10-year community plan that reflects the values and aspirations of the people of Boroondara.



In concluding, Cr. Healey encouraged the Club to reach out to other Councillors and invite them to get an insight into our activities.