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EDITOR

Cheryl Pisterman
Please forward copy for the bulletin
as a Word doc to
bulletin@glenferrierotary.org.au

MEETINGS

Tuesdays 6pm for 6.30pm
Kooyong Lawn Tennis Club
489 Glenferrie Road
Kooyong Vic 3144
Melways Map Ref 59 C3

Bookings Richard Blakeman
secretary@glenferrierotary.org.au

Contact Bob Carey for all attendance
matters by midday
Friday prior to the Tuesday meeting
attendance@glenferrierotary.org.au

If you do not attend a meeting and
have not informed Bob of your
absence by mid-day of the previous
Friday, you will be obliged to pay
for the meal. If you wish to bring
a partner, visitor or guest, please
inform Bob no later than midday of
the previous Friday.

PRESIDENT'S MESSAGE 30 AUGUST 2016

Thanks to Rob Winspear who stood in for me at short notice last Tuesday. As Charles described at the meeting on Tuesday, the Parkinsons' Walk BBQ was a great success. The large amount of time Charles had put in to organizing the event was evident on the day as it was all very well organized. I arrived at 7.15am and Charles was already there! He stayed all day and had co-opted friends, Rotaractors and family to assist also. Thankyou Charles. Thankyou also to all the members and their spouses who assisted on the day. It was a great team effort.

I'm sorry I missed our speaker on Tuesday, Richard Bowman, who gave an interesting history and insight into the problems associated with selling Australia's largest land holding, the S Kidman properties.

John Hudson will bring the foreign coin box to next Tuesday's meeting so if you have any unwanted foreign coins this is a great way to dispose of them.

I will also be an apology next week unfortunately as I'll miss Mark's latest update from his Sumba trip. (I'll be attending the Boroondara Citizenship Award Ceremony).

Have a good week, President Carol

PROGRAM

DATE	SPEAKER	TOPIC	CHAIR
06 September	Mark Ellis	Sumba Eye Program Update	Norm Fary
13 September	John McMorrow	Australian Rotary Health	John Suriano
20 September	Phillip Storer	CEO City of Boroondara	Robert Hogan
27 September	Gillian Hibbins	AFL Grand Final Week function	Beehive Hotel
04 October	Chamil Fernando	Rotarian behind the badge	Ian Wilmott
11 October	Carolyn Ingvarson	Lighter Footprints:Climate	Wayne Worlidge
18 October	Special Presentation to Honorary Members		John Hudson
25 October	Melbourne Cup Night		Ian Salek

Remember: Partners and friends are always welcome to join us!!

DUTIES

Date	Set up /Down	Cashiers	Welcome
06 September	Helena Wimpole	Ian Salek, Bob Scott	Lyn Spencer
13 September	Hugh Bowers	Mike Berry, Ian Willmott	Michelle Boden
20 September	Peter Harries	Bob Carey, Norm Fary	John Suriano
04 October	Teresa Liu	Jeremy Romanes, Bob Scott	Ian Willmott
11 October	Rob Winspear	Cheryl Pisterman, Helena Wimpole	Mike Berry
18 October	Robert Hogan	Hugh Bowers, Keith Duncan	Chamil Fernando
25 October	Cheryl Pisterman	Newton Langford, Don Moore	Trevor Mackey

If you have not performed a duty before, please ask an experienced member to show what needs to be done.

If unable to do your duty, please swap with another member and inform the Bulletin Editor, Cheryl Pisterman and John Suriano (rosterer). If there is a major error above, please let us both know.



ROTARY
SERVING
HUMANITY



**GLENFERRIE ROTARY
WALKS HAND IN HAND
WITH PARKINSON'S VICTORIA 2016
(HOW TO HAVE A SUCCESSFUL SAUSAGE SIZZLE)**

On Sunday the 28th of August, the Glenferrie Rotary took part in one of its major activities for the year; the annual Parkinson's Walk at Federation Square. The weather was wonderful therefore we had a big turnout of participants and members of the public. This event provided huge exposure to the general public for Rotary and promotes Parkinson's as a major health issue in Australia. About 3,500 walkers and pet dogs participated in this year's annual event. There were many activities such as face painting, children's activities and a concert being played at Federation Square. Glenferrie Rotary again held its annual BBQ stall and the money collected from selling the sausages and drinks were all donated to Parkinson's Victoria. The team managed to sell all the sausages before 1pm. There was a steady number of hungry walkers and members of the public wanting a nice sausage and a cool drink. We managed to raise approximately \$3,500 from the food and drinks we sold. It was a wonderful effort and a huge accomplishment for the Community Service team. I would like to congratulate and thank everyone from the Glenferrie Rotary (our partners), Swinburne Rotaractors and Friends of Rotary for their commitment and hard work. We would also like to thank Sonya Kennedy who was the organiser from Parkinson's Victoria for giving us this opportunity to participate in this wonderful event. We are looking forward to supporting this event again next year.

Charles Tran, Community Service Director





LAST WEEK’S SPEAKER - RICHARD BOWMAN

Club Dinner Speaker shines light on S. Kidman & Co.

The story of the founding of the Kidman empire is a story of speculation, acquisition and risk taking. So explained the club dinner speaker, Richard Bowman, real estate partner at accounting and consultancy firm Ernst & Young. Richard has been deeply involved in negotiations to sell the iconic Kidman empire which are still ongoing.

Richard has been a partner at E&Y since 2006 but had a distinguished career even before then, according to personal friend and mentor Rotarian Brendan Rice. Richard worked with Brendan when still at school, later doing his work experience with Brendan over a period of one year and then continuing to work with him as a valuer for a period of eight years.

As Real Estate Partner with Ernst & Young, Richard is responsible for leading projects involving valuations, due diligence and real estate transactions, working across most real estate asset types, including major CBD offices, retail shopping centres, hotels, airports, sea ports, ski fields and brownfield land for re-development.

The story of S. Kidman & Co is a story of rural entrepreneurship in a time of rapid economic growth. Founded in 1899 by Sir Stanley Kidman, the enterprise continues today as a family owned company under the control of his descendants, about 80 or so. The enterprise grew to span pastoral leases covering 300,000 square kilometres, three times its current size. Stanley Kidman traded in horses, cattle, and camels. The trade in horses gave the enterprise a considerable boost in the early part of the twentieth century. They were in heavy demand for the war effort in Europe and the Middle East.

Today, the Kidman interests span 18 pastoral leases across remote Australia covering 101,000 square kilometres in three states. They largely produce grass-fed beef for export to Japan, the USA and South East Asia. The quality of the beef is as one would expect from cattle raised in the harsh outback environment and is mainly used for hamburger steak

Farming is a business and the value of the Kidman business is in its geographic spread. Cattle can be spread around the country to protect against the variability of the weather and the unreliability of the rains. To split off parts of the business to sell in small lots would weaken the business and reduce its value. The current valuation is in the vicinity of \$376 million, comprising 185,000 head of cattle. The sale is not for the freehold, which remains with the Crown. It is the pastoral leases that are for sale as a going concern.

S. Kidman & Co is now 34% foreign owned. Negotiations for the sale of the family share are continuing. Judging by the number of questions from those present, there may well be some interested bidders among club members.

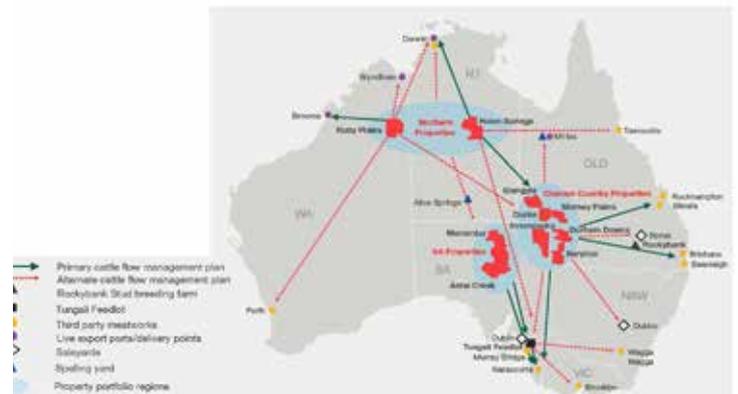
Richard Blakeman

The facts

SK. Access to several sales channels



- ✓ Land remains Australian owned – 99% pastoral leases
- ✓ No impact on Australian consumers – Kidman beef exported
- ✓ Tax paid in Australia
- ✓ Already 34% foreign owned
- ✓ Woomera Prohibited Area concerns addressed
- ✓ More rural jobs for Australians
- ✓ Less than 0.1% of Australian agricultural land value





GRAND FINAL WEEK SOCIAL EVENING

A PIE NIGHT

AT THE BEEHIVE HOTEL

SHOW YOUR TRUE COLOURS!!!

Room - Bistro

Time - 6.30pm

Cost \$35, drinks at bar prices. Dessert plus tea and coffee at own expense.

Speaker - Gillian Hibbins

RSVP: 20 September 2016

Prepayment preferred to: Bendigo Bank BSB 633000 Acc. 144713757 (Reference Name and Beehive) or pay at a meeting up to 20th

Partners and Guests Welcome



Sustainable Living September Boroondara Farmers' Market

The Boroondara Farmers' Market at Patterson Reserve, Auburn Road, Hawthorn East on Saturday 17th September 2016 will be an extra special event, celebrating the Boroondara Sustainable Living Festival.

From growing veggies and keeping backyard chooks, to Wild Action's native animal shows, there's something for everyone at this year's Boroondara Sustainable Living Festival.

The Festival will feature exciting and inspiring displays and practical activities that demonstrate just how easy it is to make sustainable choices at home

As well as Festival events, all your favourite stallholders will be there, offering superb fresh produce. So bring plenty of shopping bags!

When: 8am to 1pm, Saturday
17 September 2016

Where: Patterson Reserve, Auburn Road,
Hawthorn East (Melway 59 E3)

BREAD RUN ROSTER

DATE	PERSON 1	PERSON 2
8 September	Michelle Boden	Ian Dobson
15 September	Ian Salek	Janie Pirret
22 September	Charles Tran	Hugh Bowers
29 September	Charles Tran	Lyn Spencer

To simplify the Bread Run Roster, it is also on the Members Page of the club website
http://glenferrierotary.org.au/news/14383/bread-run-roster/?type_fr=39

If you are unable to do your duty, please arrange a replacement and let Charles Tran know.

WE'RE IN TOWN

Roll up your sleeves
and give blood



Camberwell Mobile Donor Centre

Camberwell Civic Precinct - Parkview Room
Inglesby Road, Camberwell 3124

Appointments available:

Tuesday 27 September	12.00 pm – 7.30 pm
Wednesday 28 September	2.00 pm – 7.30 pm
Thursday 29 September	12.00 pm – 7.30 pm
Friday 30 September	9.00 am – 3.00 pm

Make an appointment today.

Call 13 14 95 or visit
donateblood.com.au



Driving Membership Growth the Focus of District 9800 Seminar

The critical contribution of an active public relations program to attracting new members was a key focus of the District 9800 Membership and Public Image Seminar at Trinity Grammar School on Saturday August 27th.

The seminar was led by Adrian Nelson, Director Public Relations and Communications for District 9800 with a number of informative and interesting presentations, including a popular sessions led by Philip Archer, Director Membership Development D9800 and Khurum Khan, a member of the Rotary Club of Hopper's Crossing and Young Victorian of the Year. The club was well represented at the seminar by President Carol Benson and members of the club's new Public Relations Committee.

Membership growth is critical to Rotary being able to continue to deliver on its community service programs, the meeting was told. Membership growth in turn depended upon a positive Rotary image in the community and one which firmly positions Rotary as an organisation of contemporary relevance.

Younger people tend to see Rotary in a somewhat negative light, explained Khurum Khan, despite the important contribution Rotary has made over more than a century. Younger generations tend to see Rotary as a "rich businessman's dining club", even a "shadowy political influence". Importantly Rotary was not generally seen as the sort of organisation younger people wanted to join.

Yet, ironically, Rotary does provide many of the opportunities younger people are looking for to make their mark on the community. The meeting was told that people are looking to join groups that provide opportunities for giving back to the community, learning, taking action and fellowship. It was clear to all that Rotary meets those needs in spades. Better tailoring public relations messages to the target audience to make sure those opportunities are understood is a major improvement opportunity. There were a multitude of messages to take away from the meeting. District Governor Neville John summed them up in his address:

1. Strengthen the club. Invite members of your personal network to join. To be invited to join Rotary is an honour. It provides enormous opportunity to give back. Members however should not feel obliged to give everything to Rotary, or to focus on attendance at meetings as a measure of personal success. "Do what you can with what you've got" and your contribution will be valuable.
2. Focus your club's PR message on humanitarian service work. Highlight the "Rotary Stories" of members, the activities they are engaged in, the contributions they have made and the impact it has on the community and on them as people.
3. Make sure the community hears about what your club and Rotary internationally is doing. An image of a vibrant active organisation is vital to stimulating membership growth.

The best way to recruit members is through face to face contact. The support of a positive and proactive public relations program is essential to a successful recruiting program.

The Club's new Public Relations Committee is now actively developing a three year public relations strategy for the Rotary Club of Glenferrie that will be unveiled at a future club meeting. PR is not just the responsibility of the committee however. We all have both the opportunity and responsibility to make sure the Rotary stories get out there. That was another key message from a very successful seminar.

Richard Blakeman, Secretary



Left to right:
Getting the Message across;
Khurum Khan, Young Victorian of the Year, inspiring the attendees to ask
The Millennials to join Rotary.