



Rotary Opens Opportunities

Rotary Club of Tamworth First Light



2020 - 2021

District Governor [Debbie Loveday](#)

President: [Deb Barnes](#)

Secretary: [Sue O'Connor](#)

Treasurer: [Michael Smith](#)



MEETING 1535

ISSUE 28

WEDNESDAY 20 JANUARY 2021



White Ibis - Thank you David Hinwood

IMPORTANT DIARY DATES FOR 2021

V

12 – 14 March District Conference at Panthers, Port Macquarie

16 – 19 March Science & Engineering Challenge at TRECC

Sunday, 18 April 2021 – Social Cycling Criterium

MAY 2021 RYLA CAMP AT KEEPIT DAM - start looking for applicants **NOW please!!**

Saturday, 19 June – First Light Changeover – The Event Centre – Hotel Mercure

Innocence of Youth

Brittany (age 4) had an ear ache and wanted a pain killer. She tried in vain to take the lid off the bottle. Seeing her frustration, her Mom explained it was a child-proof cap and she'd have to open it for her. Eyes wide with wonder, the little girl asked: 'How does it know it's me?'



1st – 8th May 2021

Lake Keepit Sport & Recreation

2021 Application forms now on D9650 Webpage

Leader 2021
LUKE MASSEY

2020 Sponsor RC Tamworth First Light

"I came to RYLA an unmotivated, lost, and directionless 26-year-old and left with a new lust for life and a new motivation to succeed. The course gave me the tools to bridge the gap between finishing postgraduate university and successfully building a life for myself outside of the safety net of tertiary education."

Luke is looking forward to sharing some life experience with the younger attendees & rates peer guidance as one of the most important aspects of the week along with supportive open communication.



Quote of the Week

It isn't
what we say
or think
that defines us,
but what
we do.

Jane Austen

Dear Members and Friends

What a wonderful start to the year we had with our breakfast at ANZAC Park. Perfect day, perfect food, a great roll up of members.

Please remember that this week will be in the **Chillingworth room at Wests** and we need to park at Wests – **NOT The Event Centre** – and enter by the front door.

We have a busy time ahead with so many of our projects occurring in this time. We will be sure to update you on the plans for each project.

I mentioned on Wednesday about the "Longest Washing Line of Socks" World Record Attempt that our District Is conducting as a Rotary Centenary Celebration Event. Sue has sent the full details out by email. Please remember to keep any lonely or unneeded socks and we will deliver them to the collection point at the district conference. I will bring a collection bag to our meeting each week.

The District conference is at Port Macquarie on 12-14th March, Sue has also sent an email with the online registration details.

I look forward to seeing you on Wednesday.

Thanks
DEB BARNES

Pun or Groaner

There was the person who sent ten puns to friends, with the hope that at least one of the puns would make them laugh. No pun in ten did.

Got up this morning
and ran around the
block 5 times. Then
I got tired, so I picked
up the block and put it
back in the toy box.



‘RECHARGE YOUR BRANDING TO ATTRACT MEMBERS’ Article by ARC PDG Brian Coffey

The new year lull and Co-Vid provide great opportunities to look at your Club and its direction. Brands have to evolve over time, but reactive tactics and haphazard brand executions can happen despite one's best intentions to be strategic and coordinated – we have seen this with club's reluctance to adapt to the Rotary branding. It has been around for 7 years – it is not new.

I recently drove through Coonabarabran and the effectiveness of our branding hit home. The usual large service club board was displayed at the towns entrance – what struck me was the Rotary Club had a sign no larger than any other – but significantly more prominent due to the wheel and the word 'Rotary' on the side – no longer was the wheel an insignificant symbol blending in with the other well meaning, but outdated logos.

Look at your club's branding - is your finger on our branding pulse? Regular brand health checks are needed to ensure your message is effectively reaching the right audience. Worse still, your organisation might be on a slow decline, sliding into irrelevance due to lack of visual recognition.

Even if things are going well, it's worth taking a little time to review whether your brand needs a little TLC or some urgent resuscitation. Here's seven steps to follow to give your brand the recharge it needs:

- 1. Redefine your core values:** Are you clear on what your business core values are? Do you have your values, mission and vision written down – it's called a Business and Strategic Plans – once in place – they are easy to maintain.
- 2. Review your brand promise:** Are your members (current and potential) and the community clear on what you are promising them and what they can expect from your club? Remember that a brand is the essence or promise that is delivered or experienced. It's about what your customer thinks about you, not what you think about yourself. Maybe it is time to ask do you foster the Rotary International Vision and our Core Values?
- 3. Re-evaluate your audience:** Take a fresh look at your audience each year. Use it as an opportunity to get rid of any deadwood and realign your plan for membership and service. Be aware of an evolving community – demographics, culture, marketing needs.
- 4. Revise your offerings:** Step back, reflect on your AGM and mid-year goal achievements, taking a closer look at current Rotary trends, significant changes in your community and what surrounding clubs, and the District is doing. What services and products do you need to start promoting, offering, or retire, to better serve your community and improve your image?
- 5. Reassess your marketing strategy:** Stop and reassess its execution and suitability for your area and demographics. Be prepared to revise it, if needed.
- 6. Reflect on your branding executions:** Branding is a lot more than a logo, but it does include the logo (design and advertising) application across the media channels with which you communicate (digital/social/print/signage/clothing/trailers/marquees). Lay everything on the table and do a brand and communications audit: is everything relevant? Is it on brand? Are the colours, fonts, message, photography, brand story, worthy? A misaligned look, feel and message can confuse your audience and you appear inconsistent and unprofessional – something that may not sit well if ever a legal claim is in place against a Rotary club. Is your club marketing team being as responsive, effective and creative as you need them to be?
- 7. Consider your best asset - your people:** Are all of your members (especially new members) educated and equipped to live out your brand? Members are the key part of our brand story; so, ensure that they are telling and promoting it well – our brand is remarkably well respected by those who know it. Simply reflect on our core values of friendship, integrity, acceptance of diversity and our service and leadership opportunities.

Hopefully a brand audit will only reveal some small inconsistencies. Fill in those gaps, celebrate and promote the cumulative effect of making the improvements - your target market is perceptive and will notice. If the inconsistencies are great – and your brand has gone off on random tangents or is dated – then it could be time for a new strategy or rebranding exercise, and it is time to call in help of your Assistant Governor for some guidance and connections.

For further assistance contact PDG Gina Growden Rotary Public Image Coordinator 2018-2021 Rotary International Zone 8 Email: gina.growden@bigpond.com; Mob 0412 128 106 or refer to <https://brandcenter.rotary.org/en-GB>

December Issue – Rotary on the Move 2020



The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST.** The development of acquaintance as an opportunity for service;
- **SECOND.** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD.** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Rotary Grace

O Lord and giver of all good
We thank Thee for our daily food
May Rotary Friends and Rotary ways
Help us to serve Thee all our days

Tamworth—First Light

Meets Wednesday morning,
6:30 for 7:00 am at
The Events Centre
Hotel Mercure
TAMWORTH NSW 2340

The Four-Way Test

Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Other Clubs meet

Monday PM – Tamworth West
Tuesday PM - Tamworth
Wednesday PM - Calala
Friday AM – Sunrise

Club Officers and contact details

President—Deb Barnes

president@tamworthfirstlight.org.au

Secretary—Sue O'Connor

secretary@tamworthfirstlight.org.au

Treasurer – Michael Smith



WEEKLY ROSTER FOR BOTH CLUB AND POST OFFICE RAFFLES

| | 20 January 2021 | 27 January 2021 | 3 February 2020 |
|-----------------------------|---------------------------------|-----------------------------------|----------------------------------|
| January 2021 | Chillingworth Room - Wests | Chillingworth Room - Wests | Chillingworth Room - Wests |
| Sergeants | Mandy Fisher Steve Martin | Mandy Fisher Steve Martin | Mandy Fisher Steve Martin |
| Corporals | Graham Dooley Brett White | Ian Howle Phil Knight | Glenn McIntosh Brian Thompson |
| Meeter & Greeter | David Hinwood | Brian Logan | Dennis Maunder; |
| Door Team | Brodie Shields Pal Stevenson | Richard Hardwick Marina Hearne | Michael O'Connor Bev Fletcher |
| President Assist | John Treloar | John Rouvray | Ron Allen |
| Visitor Assist | Peter Bell | Peter Ryan | Steve Hawkins |
| Welcome | Liz Gill | Peter Leonard | Dimity Betts |
| Bulletin Notes | Bruce Hemmett | Steve Massey | Louise Matthews |
| Introduction | Bruce Hemmett | Steve Massey | Louise Matthews |
| Vote of Thanks | Naomi Blakey | Barry Biffin | Anne Jacob |

POST OFFICE RAFFLE – FRIDAYS - 6:30 – 7:30PM

| 22 January 2021 | 29 January 2021 | 5 February 2021 | 12 February 2021 |
|-----------------------------------|----------------------------------|--------------------------------|------------------|
| Louise Matthews Paul Stevenson | Paul Stevenson Glenn McIntosh | Glenn McIntosh John Rouvray | John Rouvray |

BIRTHDAYS, ANNIVERSARIES AND INDUCTIONS

| | |
|---------------------------|---|
| Members Birthdays | Mandy Fisher (23/01); Naomi Blakey (26/01) Aussie Day |
| Partners Birthdays | Gemma Watson (26/01) Aussie Day |
| Anniversaries | Leigh & Ian Howle 50yrs – 22/01) |
| Club Induction | NIL |

| | |
|---------------------------|---------------------------------|
| Attendance | 77% |
| Make-ups | NIL |
| Visiting Rotarians | Vicki Cooper (Maroochydore Qld) |
| Visitors | Lance Northey |
| Heads & Tails | NIL |
| Raffle | NIL |

