



Next meeting:

January 20th

Meeting

John Barker - HBT
Insurance Brokers
"COVID & it's
implications for
insurance"

Chair - Macca

January 27th

Meeting

Julia McCarthy -
Frankston
Peninsula Multiple
Birth Association
"Vital support
network for
parents"

February 3rd

Meeting

Speaker:
T.B.A.

Board 2019-2020:

President:

Shane Thomas

Past President:

Peter Cracknell

Secretary:

Peter Richards

Treasurer:

Greg Sharman

Directors:

Community Service:

Ross Augustine

Finance &

Fundraising:

David McKenzie

Youth, International &

Vocational:

John Albery

Membership:

Bob Smith

Club Service:

Mark Rees

President's Report:

Hi All

It was good to see a solid turnout for last weeks Club Assembly and although there is not a lot happening within the different portfolio's its still important to get together and discuss what we can.

Looking forward to this weeks guest speaker John Barker from HBT Insurance Brokers on the effects and implications of Covid on the insurance industry.

Cheers

Shane

Rotary
Zone 8



**Australia,
New Zealand &
Pacific Islands**

Updates:

The R100 National Australia Day Event :

For 100 years Rotary in Australia has been bringing communities together through service, goodwill and friendship. Come and join the free online event for Australia Day as we Reflect, Respect, Celebrate.

Gather your family, friends and community partners for a live ZOOM event being streamed across Australia from 12.30 pm to 2.00 pm AEDT, Tuesday, 26th January 2021.

Messages from:

- Rotary International President Holger Knaack
- His Excellency General The Honourable David Hurley AC DSC (Ret'd)
- Professor Patrick McGorry AO
- Past Rotary International President Ian Riseley
- Rotary International Director-elect Dr Jessie Harman
- Rotary Foundation Australia Chairman Maurie Stack

Performances from:

Marina Prior, Mike Brady AM, Josh Piterma and John Foreman OAM

Join in this jam-packed afternoon of free online festivities for the whole family. [Register here.](#)

For additional information click the following link [The R100 National Australia Day Event flyer](#) or email [Event Organiser](#).

Information comes from: rotaryzone8.org



Updates Continued:

Connecting to the Media:

How to talk to your local press: Every person or organisation has a story to tell which will interest the media.

We need to increase public awareness and understanding of Rotary to set the stage for membership growth, fundraising and collaboration.

Rotary members are actively working to improve communities around the world and have so much to share with an external audience so they can learn about Rotary and also hopefully join in our efforts. The positive news is that media needs stories now more than ever - journalists require fresh information to plug into websites, papers, radio slots and television slots. Time zones and printing schedules don't limit the media anymore and most news outlets have a 24-hour news cycle to meet the growing demand to deliver news as it happens.

The challenge is to package and present stories in a way that will get them covered by media.

Below are a several factors that can determine whether a journalist will be keen on a story.

News hook: A clear reason for telling a story at a particular time. Does the story relate to current events, trends or observances?

Timeliness: News that is about to occur, ongoing or near completion.

Proximity: News that pertains to issues, people or events to occur within the location of a media organisation and audience.

Prominence: News that involves public figures, celebrities and notables.

Human interest: News that elicits sympathy or emotional response.

Consequence: News about the result of something that has significant impact on the news organisation's audience or influencer's followers.

Visually compelling: New or unique and attention getting images that dramatically convey the message.

Data: Relevant statistics and research that support the story.

Handy tip: do the following two things if you'd like to learn more and stay up to date with what media tend to write about or how you could fit into the mix.

Get to know your local media by reading the local newspaper, watch the evening news, listen to the radio to discover what stories are being shared.

Also, follow their social media channels to identify where your story might fit in to their mix.

For further information on how to create a pitch please contact angela.stavro@rotary.org

Angela Stavroggiannopoulos is Sr. Coordinator Communications and Public Relations at the Rotary International Office at Parramatta ,

Birthdays & anniversaries this month:

3/01/1955

Tony Carter 66

4/01/1947

Brendan Kincade
74

4/01/2002

Darcie Coppard 19

6/01/1950

Janine Stacey

11/01/1964

Jason Coppard 57

13/01/1940

Nola Blythe

14/01/1959

Judy Rees

27/01/1949

Glenys Tenison-
Woods

Rotary's 4 Way Test:

1. Is it the TRUTH?

2. Is it FAIR to all
concerned?

3. Will it build
GOODWILL &
BETTER FRIEND-
SHIPS?

4. Will it be
BENEFICIAL to all
concerned?

Coming Events/Save the Date!:

Monday, March 15, 2021



Macca has advised that we have booked our 2021 corporate charity golf day back at Peninsula Kingswood Country Golf Club for Monday, March 15, 2021!

Mark it in your diaries!

More information to come!

Please confirm with either Crackers or Macca your volunteering availability for the day A.S.A.P.

Stay tuned for 2021 date!

Children of Ghana Charity Ball

Mornington Race Course

Tickets: \$149 per head

Looking for sponsors, donations and full club attendance

Director's Reports:

Treasury:

Accounts as of 18/01/20:

General: \$8,860.78

Community: \$17,059.70

- Treasurer Shars

Finance and Fundraising:

The golf day organising continues in the background.

Shane, Ross and myself are following up on playing group sponsors

Tax invoices for all sponsors are now prepared and ready to be issued

Next items will be prizes, raffle items and the helpers schedule followed by the booklet production.

- Director Macca

Community Service:

Still waiting to hear from Bunnings re dates for BBQ this year.

Would like to arrange a meeting of the Community Service Group for Wed 3rd Feb

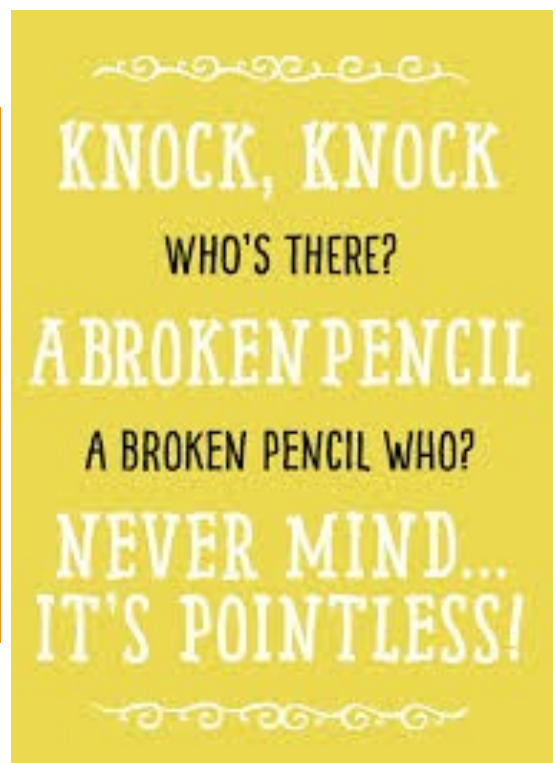
Any members with any ideas for Community activities let me know before the meeting.

- Director Rosscoe

On the Lighter Side:

**Why do bees have
sticky hair?**

**Because
they use
honeycombs.**



What in the World:



On this day in... January 20:

Event: **1981** - Iran Hostage Crisis - The US diplomats and citizens held hostage at the US embassy in Tehran are released and begin their journey home after 444 days. **1982** - Heavy metal musician Ozzy Osbourne bites the head off a bat on stage in Des Moines, Iowa. **1991** - "Les Miserables" opens at Pantages Theatre, LA. **1995** - Russian ruble drops to 3,947 per dollar (record). **2002** - 59th Golden Globes: "A Beautiful Mind", Russell Crowe, & Sissy Spacek win. **2007** - 12th Critics' Choice Movie Awards: "The Departed" wins Best Film.

Births: **1888** - Lead Belly [Huddie William Ledbetter], American blues 12 string guitarist (Rock Island Line). **1926** - Patricia Neal, American actress (Hud, Subject Was Roses) and wife of Roald Dahl. **1971** - Gary Barlow, English singer (Take That). **1980** - Brigitte Olivier, Belgian judoka. 1980 Philippe Cousteau Jr., French oceanographer and grandson of Jacques Cousteau. **1986** - Kevin Parker, Australian singer, songwriter, musician, and record producer (Tame Impala - The Slow Rush).

Deaths: **1954** - Warren Bardsley, Australian cricketer (41 Tests for Australia, 2469 runs). **1993** - Audrey Hepburn, British actress (Roman Holiday). **2003** - Bill Werbeniuk, Canadian snooker player. **2018** - Graeme Langlands, Australian rugby league fullback, captain and coach (24 Tests; St. George). **2019** - Muriel Pavlow, British actress (Murder, She Said, Reach for the Sky).

Please remember to invite your friends to like the club's Facebook page.
- Plus when you see a new post, Like the post and share it with your friends!

Link: <https://www.facebook.com/rotaryfrankstonsunrise>