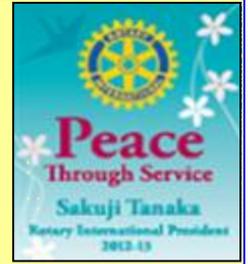


ROTARY GRIQUA

The Official Bulletin of
The Rotary Club of Kimberley
(Chartered 20 August 1951)

10 December 2012



Meeting Report - 26 November (by Peter T)

**Rotary District
9320**

RI President
Sakuji Tanaka

**District 9320
Governor**
Dave Briggs

**AG Kimberley
& Bloemfontein**
Barry Downs

Club President
Pete van Zyl

Club Board
Allison Fletcher
Ken Quinn
Peter Thomas
Corlia v Tonder
Amanda van Zyl
André Oberholzer
Philip Maritz

Club Meetings
Kimberley Club
Monday
12:45 for 13:00

Bulletin Editor
Barry Downs

Corporal Suzette Rautenbach (standing in for Div Pretorius) opened the meeting with the Grace, followed by the Rotary Four-Way Test and a Toast to South Africa.

President Pete welcomed our guests, Trish & Jim (with Lawrie), Hentie (with Lizanne), Shaun Dalton and Anton (with Suzette) and Jannie Jacobs (with André).

Announcements from the Chair included:

- Barry is progressing steadily after undergoing surgery in Bloemfontein. The Club wishes him everything of the best.
- Details of the DG's visit on 30 November were announced.
- Some of the ladies who used to be Rotary Anns when we had an Anns club distributed food parcels at Ivy Cross Home on 20 November. They were accompanied by Div and Pres. Pete.
- Details of the Club's Christmas Party on 1 December were announced.

After lunch had been served, Corporal Suzette explained that she took no responsibility for the humour employed to extract fines from the members for Rotary Foundation, as Div had provided the material. She told a fishing story that had everyone thinking that it could not get worse. She then proved us all wrong by telling the tale of the Catholic priest who had mislaid some poultry!

After Pres. Pete had thanked everyone for their attendance and wished all an enjoyable week, it was time for the Tailpiece.

Fortunately Cpl Suzette had used her own discretion and had discarded the one that Div had provided. We were left with this thought...

"Nothing is a waste of time if you use the experience wisely!"



President Pete van Zyl
and the
Board of the Rotary Club of Kimberley
wish all
Rotarians, Family of Rotary and Friends of Rotary
A Blessed and Happy Christmas
and
A Prosperous New Year



Last meeting's attendance—unknown%

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Public is aware of Rotary, but unsure of what we do

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness? It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.



Pauline Leung, Rotary public image coordinator from Taiwan, says it's important for Rotarians to promote a consistent message. A public image survey conducted by RI in 2010 indicates that many people know about Rotary, but not necessarily what the organization does.

Building familiarity is not easy, says Pauline Leung, Rotary public image general coordinator. "Sometimes Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values, and our areas of focus."

High awareness, low familiarity

The survey showed that awareness of Rotary varies from country to country, and culture to culture. Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 percent), while Germany had the lowest (34 percent).

But awareness of Rotary doesn't necessarily translate into familiarity with what it does. While almost everyone in Australia indicated an awareness of Rotary, only 35 percent of respondents said they had some familiarity with the organization. In South Africa, where 80 percent of respondents indicated they were aware of Rotary, only 23 percent said they had some familiarity with what it does.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get the public to readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level. In Japan, 67 percent of respondents age 40 or older said they had heard of Rotary, compared to only 38 percent of those younger than 40. In Argentina, 63 percent of the highest income bracket had heard of Rotary, while only 20 percent of the lowest income bracket had. The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals.

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Public perception and giving

The public's view of Rotarians differs somewhat from how Rotarians see themselves. More than 65 percent of respondents viewed Rotarians as charitable, respected, and caring. But only 26 percent selected the attribute women to describe Rotary, while more than 50 percent associated the organization with men. In other questions, more respondents said they associated club membership with men than with women. The survey concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation. Interest was highest in South Africa, at 49 percent, and lowest in Japan, at 10 percent. The survey report concluded that because interest in contributing money varies by nation, Rotarians need to tailor marketing efforts to reflect local club initiatives.

The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 percent of respondents said they would be likely to join a local Rotary club. More than 59 percent said they would be unlikely to join. In the United States, women were half as likely as men to report interest in joining.

Similar findings

Similar findings came from focus groups that RI conducted between 2008 and 2010. The 40 groups included non-Rotarians in cities where Rotary had been experiencing membership declines. Read more about the results in the October/November 2010 issue of [The Membership Minute](#), or [download the full report](#).

"Because each Rotary club is independent in deciding what services they want to be involved in, this can cause mixed impressions in the communities on what we do," Leung says. "These surveys underscore the importance of having a consistent message."

The 1.2 million Rotary club members worldwide are the organization's greatest strength. Here are a few resources that clubs and districts can use to promote Rotary:

- Find tips for [creating a signature activity](#).
- Learn how to [apply for a PR grant](#) to enhance Rotary's image.
- Find your [Rotary public image coordinator](#).
- Learn [how to plan an End Polio Now lighting](#).
- Browse best practices for member [recruitment and retention](#).
- Download [Be a Vibrant Club: Your Club Leadership Plan](#) (PDF) to discover ways to make your club more dynamic and increase its diversity.
- Download the [Membership Development Resource Guide](#) (PDF) and [Club Assessment Tools](#) (PDF).
- Get a [catalog of membership development resources](#) (PDF).
- Learn tips for [finding and keeping members](#).



Kimberley Rotary Club Calendar

(Meetings: 12:45 Monday lunchtime at the Kimberley Club—unless otherwise stated)



December—Family Month

- 10 Final meeting for 2012
- 17 No Meeting—Public Holiday
- 24 No Meeting—Xmas Eve
- 31 No Meeting—New Year's Eve

January—Rotary Awareness Month

- 7 First meeting in 2013
- ?? New Year Fellowship Bash

February—World Understanding Month

March—Literacy Month

Dates & Duties

If you are unable to perform a duty, please make sure you arrange a replacement.
(and please advise Barry—by email or SMS—of all changes)

Fellowship

12:30 Welcome Rotarians & Guests. See that Rotarians wear their name tags and that guests are welcomed.

- Dec 10 Janine Snyders & Peter Thomas
- Jan 7 Lizanne van Niekerk & Nanine van Olmen
- Jan 14 Corlia van Tonder & Amanda van Zyl
- Jan 21 Barry Downs & Andries Erasmus

Corporal

Grace, 4-Way Test, Toast to SA – Fines – Tailpiece.

- Dec 10 Ken Quinn
- Jan 7 Div Pretorius for Suzette Rautenbach
- Jan 14 Janine Snyders
- Jan 21 Peter Thomas

Birthday Greetings

- Dec 9 Shirley Maritz
- Dec 27 Sharon Erasmus
- Dec 27 Nikki Stewart (Peter H) (Honorary)
- Dec 29 Obe Phillips

Wedding Anniversaries

- Dec 11 Mark & Allison Fletcher
- Dec 18 Chris & Ona Louw
- Jan 12 Peter & Maryna Thomas
- Jan 13 Div & Monique Pretorius

Induction Anniversaries

- | | | |
|--------|--------------------|------|
| Feb 8 | André Oberholzer | 2010 |
| Feb 13 | Hugh McGibbon | 2012 |
| Feb 21 | Suzette Rautenbach | 2011 |
| Mar 5 | Amanda van Zyl | 2008 |

Coffee Club



10:00 at the "Hole in the Wall"

- Dec 11 CC Xmas Breakfast
- Jan 8 Nanine for Peter Thomas
- Jan 15 Corlia van Tonder
- Jan 22 Pete van Zyl

Coffee Club Birthday Greetings

Changes—please advise Barry Downs

- Dec 20 Alec Woodrow
- Jan 9 John Barret
- Jan 10 Tiny Human
- Jan 13 Jannie Jacobs

Disclaimer

The views expressed in this newsletter are those of the editor and the contributors. They do not necessarily reflect the views of the Rotary Club of Kimberley, of Rotary District 9320 or of Rotary International.

Griqua Goodies

"Borrow money from a pessimist - they don't expect it back"
—Stephen Wright