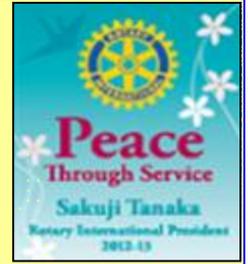


ROTARY GRIQUA

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

22 April 2013



**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

Meeting Report - 15 April

(by Peter T)

After all were welcomed to the lunch by Sharon Erasmus, Corporal Judy Morrison opened the meeting with the Grace, followed by the Rotary Four-Way Test and a Toast to South Africa.

President Pete welcomed our guests, who included Hentie (guest of Lizanne), Jim & Trish (guests of Lawrie), Refilwe (N.C.H.S. Interact) and Jamie & Miss Hanekom (both G.H.S. Interact).

Notices from the main table included:

- Congratulations to P.P. Tom McGhee who has been chosen as District Governor for 2015/16.
- "An Evening at the Races" has been scheduled for 7 June 2013.
- The Speaker for 29 April 2013 is Sharon Elliott – on the subject of Diabetes.
- The Community Project at Vooruitsig School has been started and is progressing well.

President Pete also gave a brief talk on the various branches of "New Generations" to enlighten the newer Club members.

Jamie and Refilwe (from the Girls High School and Northern Cape High School respectively) gave report-backs on the recent District Interact Conference, where the N.C.H.S. Interact Club won second place for their Vooruitsig School Project, being narrowly beaten by St Dominique's High School.

Sergeant Gill made the announcements and Attendance Officer reported that apologies had been received from Barry Downs, Div Pretorius, Andries Erasmus, Hugh McGibbon and Suzette Rautenbach. A make-up was recorded for Barry Downs who was on Rotary business at the Kimberley South Rotary Club. The attendance at the meeting was recorded as 82.6%.

Corporal Judy entertained us all with an amusing story about "retarded grandparents". Rotary Foundation's coffers benefitted handsomely in the process.

To end the meeting, President Pete wished everyone well and thanked our guests for their attendance. Finally, Corporal Judy closed the meeting with the following tailpiece,

"Don't go the way life takes you. Take life the way you go!"

Last meeting's attendance—83%

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District 9320 & FaceBook: www.rotary9320.org.za
RI: www.rotary.org

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

Rotary International News -- 27 September 2011

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.

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.



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.

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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.

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.

The Rotary Club of Kimberley is on Facebook

Visit our club web at www.rotarykimberley.org.za and click on the FB link to join in and contribute.



Kimberley Rotary Club Calendar

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



April—Magazine Month

29 Guest speaker Sharon Elliott – on the subject of Diabetes

May—No Rotary designation

9-11 Family Health Day event in cooperation with Kimberley South

31-1 Fellowship at Mokala Park

June—Rotary Fellowships Month

7 “Night at the Races” with the Kimberley Club

14 President Elect Janine Snyders’ Induction Dinner

31 The last day of District 9320

July—No Rotary designation

1 The Birth of District 9370

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 any changes)

Fellowship

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

Apr 22 Dwayne Evans & Liesel Evans

Apr 29 Allison Fletcher & Jannie Jacobs

May 6 Chris Louw & Philip Maritz

May 13 Hugh McGibbon & Judy Morrison

Corporal

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

Apr 22 André Oberholzer

Apr 29 Hugh McGibbon

May 6 Div Pretorius

May 13 Gill Quinn

Birthday Greetings

Apr 29 Lizanne van Niekerk

Apr 30 Judy Morrison

May 8 Ken Quinn

May 12 Hugh McGibbon

Wedding Anniversaries

Apr 26 Hentie & Lizanne van Niekerk

May 17 Philip & Shirley Maritz

Jun 28 Barry & Gill Downs

Jul 16 Gordon & Shirley Dally (Honorary)

Induction Anniversaries

Apr 29 Ken Quinn 1993

May 17 Corlia van Tonder 2010

Jun 2 Janine Snyders 2008

Jun 3 Philip Maritz 1981

Coffee Club



10:00 at the “Hole in the Wall”

Apr 23 Corlia van Tonder

Apr 30 Hugh McGibbon

May 7 Jannie Jacobs ??

May 14 Peter Thomas

Coffee Club Birthday Greetings

Changes—please advise Barry Downs

May 10 Ron Wilson

Jun 14 Piet vd Merwe

Jul 15 Mark Harding

Aug 8 Derek Preece

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

Make the lie big, make it simple, keep saying it, and eventually they will believe it.
Adolf Hitler